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UNIVERSITY OF VIRGINIA
THE COLGATE DARDEN GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
Tayloe Murphy Institute

RETAIL SALES IN VIRGINIA

1982

Eleanor G. May & David W. Sheatsley

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The Tayloe Murphy Institute, which was privately funded by friends of W. Tayloe Murphy and by the Virginia business community, began functioning in 1967 as a research affiliate of the University of Virginia Graduate School of Business Administration. In 1972, the Institute merged with the Bureau of Population and Economic Research, which had evolved from state population and economic research programs in the 1940's. The Tayloe Murphy Institute conducts research of potential usefulness to business, government, or the public.

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PREFACE

This publication, the eleventh annual report on the subject of retail sales in Virginia issued by the Tayloe Murphy Institute, comprises data similar to that published in prior years. The data included here are: GAF (general merchandise, apparel, and furniture) store sales and total retail sales in Virginia for 1982 from the Virginia Department of Taxation, and selected data from the United States Bureau of the Census.

Care should be taken in making comparisons between the series, because of differing methods of collection and tabulation of the basic data, as well as definitional inconsistencies among the various sources. Detailed descriptions of these series and the differences between them are included in the Appendix, pages 39 and 40.

This 1982 study, like the previous ones, was under the general supervision of Eleanor G. May, Research Director, Business Studies Center. Robert T. Benton and A. K. Missimer, of the Research Division of the Virginia Department of Taxation, were helpful in providing the special tabulations of taxable sales. Georgiana C. Shabanowitz typed the tables and the manuscript; Barry A. Jackson was responsible for the graphics.

Charles O. Meiburg
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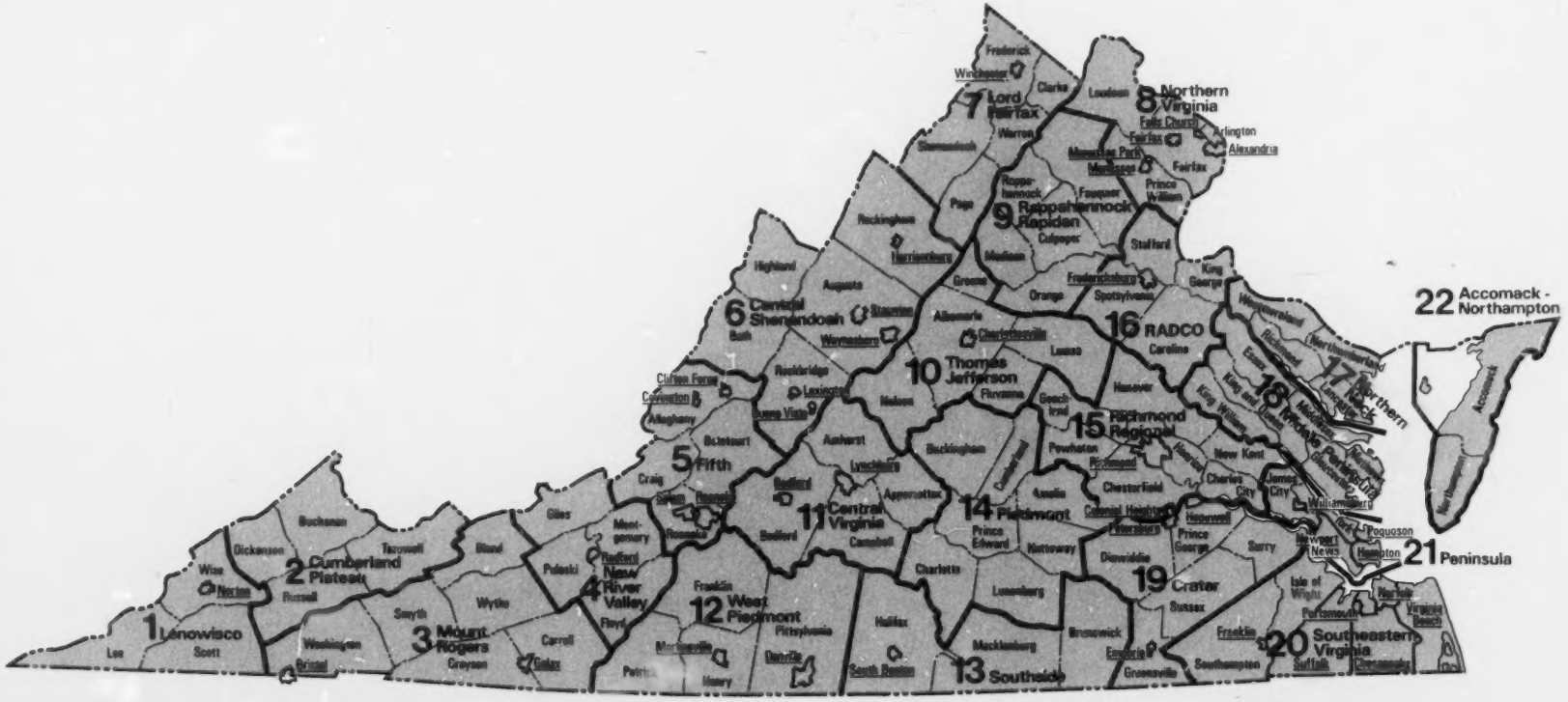
Commonwealth of Virginia



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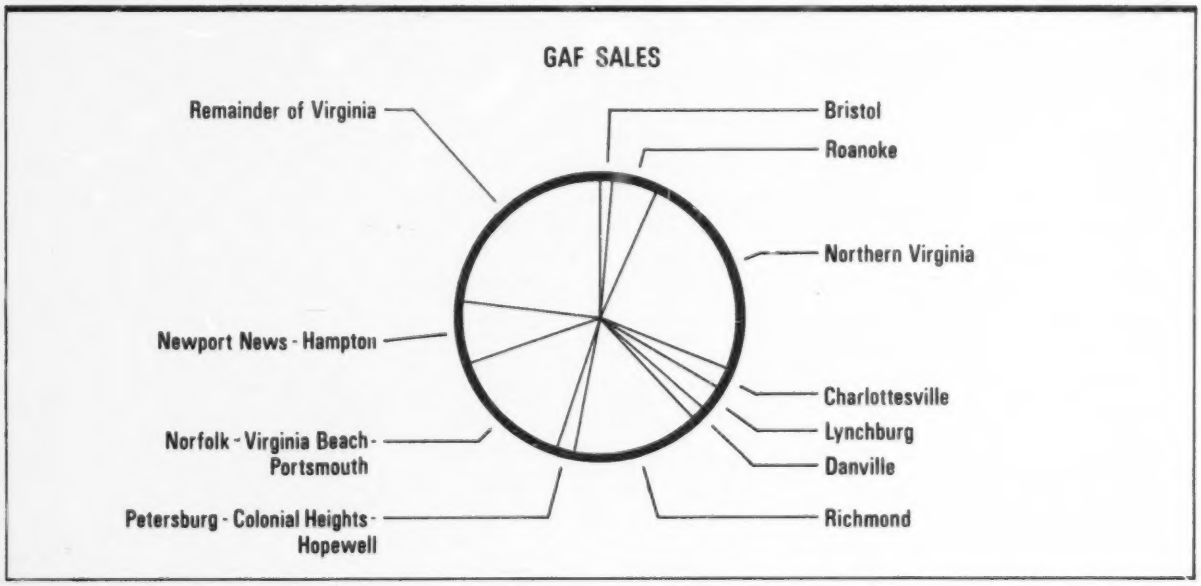
COMMONWEALTH OF VIRGINIA

Taxable Sales	$21,787,605,000
GAF Sales	7,161,530,000
Population	5,429,700
Personal Income	$61,219,500,000
Taxable Sales per Capita	$4,010
GAF Sales per Capita	1,320
Personal Income per Capita	11,270

Taxable sales (including motels, hotels, and selected other services but excluding automobiles, gasoline, and alcoholic beverages) in Virginia in 1982 were $21.8 billion, up 4.8% from $20.8 billion in 1981. Total retail sales in Virginia as reported by the U.S. Bureau of the Census were up 1.3%. The increase in total retail sales for the total United States, however, was 0.9%, somewhat lower than for the state of Virginia.

GAF sales (general merchandise, apparel, and furniture and appliances, frequently referred to as department-store-type merchandise) in Virginia was reported by the Census Bureau to be 0.3% ahead in 1982 over 1981, a figure significantly below the 1981 increase of 14.3% and below the figure of 1.4% for the total United States in 1982. GAF sales, as reported by the Virginia Department of Taxation, was ahead 6.5%.

Sales increases reflecting equal or better performance for Virginia retailers as compared with the total United States were observed nearly every year since 1972 when the Tayloe Murphy Institute analysis began. This generally better performance in Virginia is probably a reflection of the continuing relatively stable nature of the Virginia economy.



Of the eight Virginia Standard Metropolitan Statistical Areas (SMSA), the Northern Virginia part of the Washington DC-MD-VA SMSA had by far the largest taxable sales again in 1982, over $5.4 billion, 25.0% of the total State, up from 24.1% in 1980 and 24.5% in 1981. The next largest SMSAs, when measured by taxable sales, were Norfolk-Virginia Beach-Portsmouth with 15.0% or $3,259,000,000 and Richmond with 14.9% or $3,252,000,000. This represents a shift in position between the two SMSAs and a continuation of a general trend which has been occurring over the past several years in which the Norfolk area has been increasing faster than the Richmond area. The Newport News-Hampton SMSA followed, with 7.2% in 1982, up from 7.0% in 1980 but no change from 1981, or $1,581,000,000; other area results were the Roanoke SMSA, at 5.2% or $1,124,000,000, the Lynchburg SMSA, at 2.8% or $619,000,000, the Charlottesville SMSA, at 2.4% or $514,000,000, the Petersburg-Colonial Heights-Hopewell SMSA, at 2.0% or $431,000,000, the Danville SMSA, at 1.6% or $343,000,000, and the Bristol SMSA (Virginia part), at 1.4% or $314,000,000.

Total State taxable sales increased 174% from 1971 to 1982, to $21,787,605,000. The Counties with the largest increases over the eleven years were Chesterfield with 829%, James City with 684%, Albemarle with 448%, Hanover with 413%, and York (combined with the city of Poquoson) with 402%. The largest city increases were Virginia Beach with 354% and Chesapeake with 307%.

GAF sales in the State increased 165% between 1971 and 1982. Chesterfield County had the largest increase by far, 3,258%, followed by Albemarle County with an increase of 1,762%; Spotsylvania County apparently also experienced a large increase but reliable data were not available to substantiate this hypothesis. These abnormal increases were the result of openings of major shopping malls, Fashion Square in Albemarle County and Spotsylvania Mall in Spotsylvania County, both in 1980, as well as several malls in earlier years in Chesterfield County. One city (Clifton Forge) and twelve Counties, however, had sales in 1982 that did not even equal those recorded in 1971: Bland, Buckingham, Charles City, Charlotte, Cumberland, Dinwiddie, Fluvanna, Grayson, Greene, Prince George, Surry, and Sussex.

Taxable sales per capita for the total State was $4,010 in 1982 up 138% since 1971. Among the Planning Districts, Richmond Regional (PD 15) reported the highest taxable sales per capita, $5,040, followed by Northern Virginia (PD 8) at $4,770, and the Fifth (Roanoke) at $4,760. The Planning District with the lowest taxable sales per capita was the Piedmont Planning District (PD 14), $2,310.

GAF sales per capita for the total State was $1,320 in 1982, an increase of 130% since 1971. The Planning District with the highest GAF sales per capita was Northern Virginia (PD 8) with $1,790, with the Richmond Regional Planning District (PD 15) at $1,750, and the Fifth Planning District (Roanoke) at $1,590. The Planning District with the lowest GAF sales per capita was Piedmont (PD 14) at $560.

COMMONWEALTH OF VIRGINIA

Retail Sales Changes - 1982/1981

Source of Figures:	Virginia Department of Taxation		United States Census	
Coverage of Figures:	GAF[1] Stores	Taxable Sales	GAF[1] Stores	Total Retail
January	NA	*	-14.1%	-10.5%
February	NA	*	- 2.7	- 2.3
March	NA	*	- 0.5	- 6.2
1st Quarter	+ 3.9%	+ 1.2%	- 6.1	- 6.5
April	NA	*	- 2.7	+ 2.7
May	NA	*	+ 3.5	+ 6.1
June	NA	*	- 5.0	- 1.0
2nd Quarter	+ 5.5	+ 3.8	- 1.4	+ 2.6
July	NA	*	+ 9.1	+ 6.8
August	NA	*	- 0.4	+ 4.5
September	NA	*	- 1.8	+ 4.6
3rd Quarter	+ 5.1	+ 3.7	+ 2.0	+ 5.3
October	NA	*	- 0.4	+ 5.0
November	NA	*	- 3.0	+ 3.9
December	NA	*	+10.7	+ 2.2
4th Quarter	+10.1	+10.1	+ 4.1	+ 3.6
Year	+ 6.5	+ 4.8	+ 0.3	+ 1.3

[1]GAF = General merchandise, apparel, and furniture and appliances.
*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.
NA = Not available.

SALES CHANGES IN VIRGINIA
STANDARD METROPOLITAN STATISTICAL AREAS
1982/1981

	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Year
Bristol (Va. part)					
GAF Stores	+ 4.8%	+ 8.6%	+ 4.6%	+ 1.6%	+ 5.1%
Total Sales	+ 7.2	+ 7.9	+ 5.8	+ 2.0	+ 5.5
Roanoke					
GAF Stores	+ 4.2	+16.7	+ 1.3	+ 8.9	+ 6.9
Total Sales	- 0.8	+ 0.2	+ 0.2	+ 8.6	+ 2.3
Northern Virginia Area					
GAF Stores	+ 5.5	+ 7.5	+ 6.9	+11.7	+ 7.8
Total Sales	- 8.2	+ 4.8	+ 4.1	+13.7	+ 4.1
Charlottesville					
GAF Stores	+ 4.3	+10.8	+ 8.3	+18.2	+10.5
Total Sales	+ 1.8	+ 6.5	+ 4.9	+12.4	+ 6.6
Lynchburg					
GAF Stores	+ 0.9	+ 2.2	+ 2.3	- 0.2	+ 1.0
Total Sales	- 0.3	- 1.0	+ 1.2	+ 3.8	+ 1.0
Danville					
GAF Stores	- 6.9	+ 2.0	+ 0.7	+ 2.0	- 0.3
Total Sales	- 4.1	+ 0.9	+ 1.3	+ 4.5	+ 0.8
Richmond					
GAF Stores	+ 6.3	+ 7.2	+ 8.7	+12.6	+ 8.3
Total Sales	+ 1.5	+ 3.4	+ 2.4	+ 9.5	+ 4.3
Petersburg-Colonial Heights-Hopewell					
GAF Stores	+ 4.1	+11.5	+ 3.1	+ 8.2	+ 6.6
Total Sales	- 3.2	+ 1.8	- 2.0	+ 7.1	+ 1.0
Norfolk-Virginia Beach-Portsmouth					
GAF Stores	- 0.8	+ 2.5	+ 4.3	+ 7.7	+ 4.8
Total Sales	+ 1.6	+ 5.4	+ 7.2	+14.2	+ 7.3
Newport News-Hampton					
GAF Stores	+ 5.3	+ 8.9	+ 8.6	+12.5	+ 8.6
Total Sales	+ 5.9	+ 4.0	+ 5.3	+ 9.7	+ 6.2
State of Virginia					
GAF Stores	+ 3.9	+ 5.5	+ 5.1	+10.1	+ 6.5
Total Sales	+ 1.2	+ 3.8	+ 3.7	+10.1	+ 4.6

Source: Virginia Department of Taxation.

PLANNING DISTRICT 1 - LENOWISCO
(Norton city and Lee, Scott, and Wise Counties)

Taxable Sales	$290,896,000
GAF Sales	62,042,000
Population	100,300
Personal Income	$887,500,000
Share of Virginia:	
Taxable Sales	1.3%
GAF Sales	0.9
Population	1.8
Personal Income	1.4
Taxable Sales per Capita	$2,900
GAF Sales per Capita	620
Personal Income per Capita	8,850

Planning District 1's share of Virginia GAF sales (0.9%) was significantly below the District's shares of Virginia taxable sales (1.3%), of Virginia personal income (1.4%), and of Virginia population (1.8%). The Planning District's taxable sales per capita ($2,900) and GAF sales per capita ($620) were measurably below the comparable data for the State as a whole ($4,010 and $1,320). These data indicate that residents of the Lenowisco Planning District on the average spent less for taxable items than did the typical resident in many other areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 1, $8,850 compared with $11,270 statewide, and/or from the fact that apparently the typical residents of the Lenowisco Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 2 - CUMBERLAND PLATEAU
(Buchanan, Dickenson, Russell, and Tazewell Counties)

Taxable Sales	$406,364,000
GAF Sales	107,876,000
Population	141,500
Personal Income	$1,286,800,000
Share of Virginia:	
Taxable Sales	1.8%
GAF Sales	1.5
Population	2.6
Personal Income	2.1
Taxable Sales per Capita	$2,870
GAF Sales per Capita	760
Personal Income per Capita	9,090

Planning District 2's share of Virginia GAF sales (1.5%) was significantly below the District's shares of Virginia taxable sales (1.8%), of Virginia personal income (2.1%), and of Virginia population (2.6%). The Planning District's taxable sales per capita ($2,870) and GAF sales per capita ($760) were measurably below the comparable data for the State as a whole ($4,010 and $1,320). These data indicate that residents of the Cumberland Plateau Planning District on the average spent less for taxable items than did the typical resident in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 2, $9,090 compared with $11,270 statewide, and/or from the fact that apparently the residents of the Cumberland Plateau Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 3 - MOUNT ROGERS
(Bristol and Galax cities and Bland, Carroll, Grayson, Smyth, Washington, and Wythe Counties)

Taxable Sales	$563,759,000
GAF Sales	168,406,000
Population	182,000
Personal Income	$1,394,200,000
Share of Virginia:	
Taxable Sales	2.5%
GAF Sales	2.4
Population	3.4
Personal Income	2.3
Taxable Sales per Capita	$3,100
GAF Sales per Capita	930
Personal Income per Capita	7,660

Planning District 3's shares of Virginia GAF sales (2.4%), of Virginia taxable sales (2.5%), and of Virginia personal income (2.3%) were significantly below the District's share of Virginia population (3.4%). The Planning District's taxable sales per capita ($3,100) and GAF sales per capita ($930) were measurably below the comparable data for the State as a whole ($4,010 and $1,320). These data indicate that residents of the Mount Rogers Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 3, $7,660 compared with $11,270 statewide, and/or from the fact that apparently the residents of Mount Rogers Planning District had less expensive life styles than existed in many other areas of the State.

BRISTOL STANDARD METROPOLITAN STATISTICAL AREA (Virginia part)
(Bristol city and Scott and Washington Counties)

Taxable Sales	$314,349,000
GAF Sales	93,989,000
Population	91,100
Personal Income	$724,000,000
Share of Virginia:	
Taxable Sales	1.4%
GAF Sales	1.3
Population	1.7
Personal Income	1.2
Taxable Sales per Capita	$3,450
GAF Sales per Capita	1,030
Personal Income per Capita	7,950

The Bristol Standard Metropolitan Statistical Area's (Virginia part) GAF sales per capita ($1,030) and total taxable sales per capita ($3,450) were slightly higher than the comparable data for Planning District 3 ($930 and $3,100), the Planning District in which Bristol is located, but GAF and taxable sales per capita were still measurably below the State data ($1,320 and $4,010). (The Virginia part of the Bristol Standard Metropolitan Statistical Area comprised half the population and slightly over half the sales and personal income of Planning District 3.) These data indicate that residents of the Bristol Area on the average spent less for taxable items than did the typical residents in many other areas of the State; but the typical metropolitan area resident spent more and had a higher income than did the typical non-metropolitan area resident of the Mount Rogers Planning District.

Total taxable sales for the Bristol Standard Metropolitan Statistical Area (Virginia part) showed a slightly better picture, when 1982 was compared with 1981, than did the State as a whole for the same time period (+5.5% versus +4.8%). GAF sales (based on taxable sales), however, showed a poorer picture than did the State as a whole (+5.1% versus +6.5%).

PLANNING DISTRICT 4 - NEW RIVER VALLEY
(Radford city and Floyd, Giles, Montgomery, and Pulaski Counties)

Taxable Sales	$410,149,000
GAF Sales	119,259,000
Population	143,300
Personal Income	$1,091,700,000
Share of Virginia:	
Taxable Sales	1.9%
GAF Sales	1.7
Population	2.6
Personal Income	1.8
Taxable Sales per Capita	$2,860
GAF Sales per Capita	830
Personal Income per Capita	7,620

Planning District 4's shares of Virginia GAF sales (1.7%), total taxable sales (1.9%), and personal income (1.8%) were significantly below its share of Virginia population (2.6%). The Planning District's taxable sales per capita ($2,860) and GAF sales per capita ($830) were measurably below the comparable data for the State as a whole ($4,010 and $1,320). These data indicate that residents of the New River Valley Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 4, $7,620 compared with $11,270 statewide, and/or from the fact that apparently the typical residents of the New River Valley Planning District had less expensive life styles than existed in many other areas of the State.

RADFORD AREA
(Radford city and Montgomery and Pulaski Counties)

Taxable Sales	$341,003,000
GAF Sales	105,248,000
Population	113,500
Personal Income	$863,300,000
Share of Virginia:	
Taxable Sales	1.6%
GAF Sales	1.5
Population	2.1
Personal Income	1.4
Taxable Sales per Capita	$3,000
GAF Sales per Capita	930
Personal Income per Capita	7,610

The Radford area GAF sales per capita ($930) and total taxable sales per capita ($3,000) were higher than the comparable data for Planning District 4 ($830 and $2,860), the Planning District in which Radford is located, but were still measurably below the comparable State data ($1,320 and $4,010). (The Radford area comprised over three-quarters of the sales, population, and income of Planning District 4.) These data indicate that the residents of the Radford area on the average spent less for taxable items than did the typical resident in many areas of the State; but the typical Radford area residents spent more than did the residents of Floyd and Giles Counties, the other areas comprising the New River Valley Planning District.

PLANNING DISTRICT 5 - FIFTH
(Clifton Forge, Covington, Roanoke, and Salem cities
and Alleghany, Botetourt, Craig, and Roanoke Counties)

Taxable Sales	$1,214,470,000
GAF Sales	405,495,000
Population	255,000
Personal Income	$2,744,600,000
Share of Virginia:	
Taxable Sales	5.6%
GAF Sales	5.7
Population	4.7
Personal Income	4.5
Taxable Sales per Capita	$4,760
GAF Sales per Capita	1,590
Personal Income per Capita	10,760

Planning District 5's shares of Virginia taxable sales (5.6%) and of Virginia GAF sales (5.7%) were significantly higher than the District's shares of Virginia population (4.7%) and of Virginia personal income (4.5%). Also the Planning District's taxable sales per capita ($4,760) and GAF sales per capita ($1,590) were measurably above the comparable data for the State as a whole ($4,010 and and $1,320), while the District's personal income per capita was slightly lower than that for the State as a whole ($10,760 versus $11,270). These data indicate that the Fifth Planning District probably attracts some sales dollars from residents of areas outside of District 5 and/or the typical resident of the Fifth Planning District had a more expensive life style than would normally be expected based on the personal income data.

ROANOKE STANDARD METROPOLITAN STATISTICAL AREA
(Roanoke and Salem cities and Botetourt, Craig, and Roanoke Counties)

Taxable Sales	$1,123,485,000
GAF Sales	379,670,000
Population	227,200
Personal Income	$2,476,900,000
Share of Virginia:	
Taxable Sales	5.2%
GAF Sales	5.3
Population	4.2
Personal Income	4.0
Taxable Sales per Capita	$4,940
GAF Sales per Capita	1,670
Personal Income per Capita	10,900

The Roanoke Standard Metropolitan Statistical Area's share of GAF sales (5.3%) and other taxable sales (5.2%) had the same relationship to the data for the State as a whole, as did the data for the total Planning District 5 in relation to the State data. (The Roanoke Standard Metropolitan Statistical Area comprised over 90% of the sales, population, and income of Planning District 5.) GAF sales per capita, taxable sales per capita, and income per capita were narrowly higher in the Roanoke Standard Metropolitan Statistical Area ($1,670, $4,940, and $10,900) than in the total Fifth Planning District ($1,590, $4,760, and $10,760).

Total retail sales for the Roanoke Standard Metropolitan Statistical Area showed a poorer picture, when 1982 was compared with 1981, than did the State as a whole (+2.3% versus +4.8%). GAF sales, however, were slightly better in the Roanoke SMSA than for the total State (+6.9% versus +6.5%).

PLANNING DISTRICT 6 - CENTRAL SHENANDOAH

(Buena Vista, Harrisonburg, Lexington, Staunton, and Waynesboro cities and Augusta, Bath, Highland, Rockbridge, and Rockingham Counties)

Taxable Sales	$786,834,000
GAF Sales	217,633,000
Population	210,200
Personal Income	$1,975,100,000
Share of Virginia:	
Taxable Sales	3.6%
GAF Sales	3.0
Population	3.9
Personal Income	3.2
Taxable Sales per Capita	$3,740
GAF Sales per Capita	1,040
Personal Income per Capita	9,400

Planning District 6's shares of Virginia GAF sales (3.0%) and of Virginia personal income (3.2%) were significantly below the District's shares of Virginia taxable sales (3.6%) and of Virginia population (3.9%). The Planning District's GAF sales per capita ($1,040), personal income per capita ($9,400), and taxable sales per capita ($3,740) were somewhat below the comparable figures for the State as a whole ($1,320, ($11,270 and $4,010). Higher taxable sales per capita are to be expected in the Central Shenandoah Planning District because of its numerous recreational and tourist attractions (motel, hotel, and restaurant incomes are included in taxable sales).

STAUNTON-WAYNESBORO AREA
(Staunton and Waynesboro cities and Augusta County)

Taxable Sales	$326,677,000
GAF Sales	97,820,000
Population	91,700
Personal Income	$916,600,000
Share of Virginia:	
Taxable Sales	1.5%
GAF Sales	1.4
Population	1.7
Personal Income	1.5
Taxable Sales per Capita	$3,560
GAF Sales per Capita	1,070
Personal Income per Capita	10,000

The Staunton-Waynesboro area had higher personal income per capita ($10,000) than was observed in total Planning District 6 ($9,400). (The Staunton-Waynesboro area comprised over 40% of the sales, population, and income of Planning District 6.) But the average personal income per capita ($10,000) in the Staunton-Waynesboro area was lower than was typical across the State ($11,270). With lower taxable sales per capita in the Staunton-Waynesboro area ($3,560) than was recorded for the Central Shenandoah Planning District ($3,740) or across the State as a whole ($4,010), it appears that residents of the Staunton-Waynesboro area may have done some of their shopping for taxable items in other parts of Planning District 6 or outside the Planning District.

HARRISONBURG AREA
(Harrisonburg city and Rockingham County)

Taxable Sales	$324,714,000
GAF Sales	96,899,000
Population	78,800
Personal Income	$718,100,000
Share of Virginia:	
Taxable Sales	1.5%
GAF Sales	1.4
Population	1.4
Personal Income	1.2
Taxable Sales per Capita	$4,120
GAF Sales per Capita	1,230
Personal Income per Capita	9,110

The Harrisonburg area per capita sales data both for total taxable sales and for GAF sales ($4,120 and $1,230) were somewhat higher than were the total of Planning District 6 ($3,740 and $1,040). The taxable sales per capita was slightly higher in the Harrisonburg area than for the State as a whole ($4,120 versus $4,010) but GAF sales per capita were narrowly lower ($1,230 versus $1,320). (The Harrisonburg area comprised about 40% of the sales, population, and income in Planning District 6.) There were only small variations among the figures for shares of Virginia taxable sales (1.5%), of Virginia GAF sales (1.4%), of Virginia population (1.4%), and of Virginia personal income (1.2%) recorded for the Harrisonburg area.

PLANNING DISTRICT 7 - LORD FAIRFAX
(Winchester city and Clarke, Frederick, Page, Shenandoah, and Warren Counties)

Taxable Sales	$487,346,000
GAF Sales	139,724,000
Population	132,600
Personal Income	$1,250,500,000
Share of Virginia:	
Taxable Sales	2.2%
GAF Sales	2.0
Population	2.4
Personal Income	2.0
Taxable Sales per Capita	$3,680
GAF Sales per Capita	1,050
Personal Income per Capita	9,430

Planning District 7's shares of Virginia GAF sales (2.0%) and of Virginia personal income (2.0%) were somewhat lower than the District's shares of Virginia taxable sales (2.2%) and of Virginia population (2.4%). The Planning District's taxable sales per capita ($3,680) and GAF sales per capita ($1,050) were somewhat below the comparable figures for the State as a whole ($4,010 and $1,320). The District's personal income per capita ($9,430) and taxable sales per capita ($3,680) were lower than the comparable figures statewide ($11,270 and $4,010). It would be expected that the numerous tourist and recreational attractions located in the Lord Fairfax Planning District (motel, hotel, and restaurant incomes are included in taxable sales) would result in higher taxable sales per capita. The lower-than-average spending pattern for GAF merchandise presumably resulted from the lower per capita income in the District and/or the typical residents of the Lord Fairfax Planning District had less expensive life styles than were found in many other areas of the State.

WINCHESTER AREA
(Winchester city and Frederick County)

Taxable Sales	$261,458,000
GAF Sales	92,587,000
Population	54,300
Personal Income	$561,400,000
Share of Virginia:	
Taxable Sales	1.2%
GAF Sales	1.3
Population	1.0
Personal Income	0.9
Taxable Sales per Capita	$4,820
GAF Sales per Capita	1,710
Personal Income per Capita	10,340

The Winchester area taxable sales per capita ($4,820) and GAF sales per capita ($1,710) were significantly higher than those for Planning District 7 ($3,680 and $1,050) and higher than those for the State as a whole ($4,010 and $1,320). (The Winchester area comprised less than half the population and income but more than half the taxable sales of Planning District 7.) Income per capita observed in the Winchester area ($10,340) was above that for the Lord Fairfax Planning District ($9,430), but below that for the total State ($11,270). These data indicate that the Winchester area probably attracted residents from other areas of the State, as well as from the other parts of the Lord Fairfax Planning District (Clarke, Page, Shenandoah, and Warren Counties) to purchase taxable items of merchandise.

PLANNING DISTRICT 8 - NORTHERN VIRGINIA

(Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities and Arlington, Fairfax, Loudoun, and Prince William Counties)

Taxable Sales	$5,441,342,000
GAF Sales	2,045,783,000
Population	1,140,500
Personal Income	$18,386,000,000
Share of Virginia:	
Taxable Sales	25.0%
GAF Sales	28.6
Population	21.0
Personal Income	30.0
Taxable Sales per Capita	$4,770
GAF Sales per Capita	1,790
Personal Income per Capita	16,120

Planning District 8's shares of Virginia GAF sales (28.6%), of Virginia personal income (30.0%), and of Virginia taxable sales (25.0%) were significantly higher than the District's share of State population (21.0%). The Planning District's GAF sales per capita ($1,790) and taxable sales per capita ($4,770) were measurably above the comparable data for the State as a whole ($1,320 and $4,010). These data suggest that the Northern Virginia Planning District residents on the average spent more per capita on taxable items than did the typical resident in other parts of the State and/or the Northern Virginia Planning District attracted shoppers from other Planning Districts. This higher-than-average spending pattern presumably resulted from the high per capita income in Planning District 8, $16,120 compared with $11,270 for the State.

Total taxable sales in the Northern Virginia Standard Metropolitan Statistical Area showed slightly less improvement between 1982 and 1981 than did the State as a whole (+4.1% versus +4.8%). GAF sales, however, exhibited slightly better increases in Northern Virginia (+7.8%) than in the total State (+6.5%). (Planning District 8 is, by definition, the same as the Northern Virginia part of the Washington Standard Metropolitan Statistical Area.)

PLANNING DISTRICT 9 - RAPPAHANNOCK-RAPIDAN

(Culpeper, Fauquier, Madison, Orange, and Rappahannock Counties)

Taxable Sales	$268,824,000
GAF Sales	61,776,000
Population	93,300
Personal Income	$914,400,000
Share of Virginia:	
Taxable Sales	1.2%
GAF Sales	0.9
Population	1.7
Personal Income	1.5
Taxable Sales per Capita	$2,880
GAF Sales per Capita	660
Personal Income per Capita	9,800

Planning District 9's share of Virginia GAF sales (0.9%) was below the District's shares of Virginia taxable sales (1.2%), of Virginia personal income (1.5%), and of Virginia population (1.7%). The Planning District's GAF sales per capita ($660) and taxable sales per capita ($2,880) were measurably below the comparable figures for the State as a whole ($1,320 and $4,010). These lower-than-average spending patterns presumably resulted from the somewhat lower per capita personal income in Planning District 9, $9,800 compared with $11,270 statewide. Also these data indicate that the typical resident of the Rappahannock-Rapidan Planning District may have outshopped, especially for GAF-type merchandise, and/or the typical resident of this District spent less for GAF-type merchandise than did the average resident in many other areas of the State.

PLANNING DISTRICT 10 - THOMAS JEFFERSON
(Charlottesville city
and Albemarle, Fluvanna, Greene, Louisa, and Nelson Counties)

Taxable Sales	$570,484,000
GAF Sales	197,955,000
Population	144,700
Personal Income	$1,407,600,000
Share of Virginia:	
Taxable Sales	2.6%
GAF Sales	2.8
Population	2.7
Personal Income	2.3
Taxable Sales per Capita	$3,940
GAF Sales per Capita	1,370
Personal Income per Capita	9,730

Planning District 10's shares of Virginia taxable sales (2.6%), of Virginia GAF sales (2.8%), and of Virginia population (2.7%) were higher than the District's share of Virginia personal income (2.3%). The Planning District's taxable sales per capita ($3,940) was slightly lower than the comparable data for the State as a whole ($4,010), while GAF sales per capita ($1,370) was slightly higher than the State as a whole ($1,320). The District's income per capita ($9,730) was also lower than that for the total State ($11,270). These data indicate that the Thomas Jefferson Planning District attracted some residents of other Planning Districts to purchase taxable items in Planning District 10 and/or the fact that apparently the residents of the Thomas Jefferson Planning District spent a higher proportion of their income on taxable items than was typical in some other areas of the State.

CHARLOTTESVILLE STANDARD METROPOLITAN STATISTICAL AREA
(Charlottesville city and Albemarle, Fluvanna, and Greene Counties)

Taxable Sales	$514,177,000
GAF Sales	184,840,000
Population	114,600
Personal Income	$1,179,400,000
Share of Virginia:	
Taxable Sales	2.4%
GAF Sales	2.6
Population	2.1
Personal Income	1.9
Taxable Sales per Capita	$4,490
GAF Sales per Capita	1,610
Personal Income per Capita	10,290

The Charlottesville Standard Metropolitan Statistical Area recorded somewhat higher GAF sales per capita ($1,610) and taxable sales per capita ($4,490) than were the corresponding figures for Planning District 10 ($1,370 and $3,940). (The Charlottesville area included over 90% of the District's sales, but only about 80% of the District's population and income.) These data indicate that the Charlottesville area probably attracted some residents of the other Counties in the Thomas Jefferson Planning District (Louisa and Nelson Counties), as well as residents of other Planning Districts, to purchase taxable items.

Both total retail and GAF sales (based on taxable sales) in the Charlottesville area showed increases between 1981 and 1982 that were higher than those recorded for the State as a whole (+6.6% versus +4.8% and +10.5% versus +6.5%).

PLANNING DISTRICT 11 - CENTRAL VIRGINIA
(Bedford and Lynchburg cities
and Amherst, Appomattox, Bedford, and Campbell Counties)

Taxable Sales	$699,252,000
GAF Sales	229,195,000
Population	196,700
Personal Income	$1,890,000,000
Share of Virginia:	
Taxable Sales	3.2%
GAF Sales	3.2
Population	3.6
Personal Income	3.1
Taxable Sales per Capita	$3,550
GAF Sales per Capita	1,170
Personal Income per Capita	9,610

Planning District 11's shares of Virginia GAF sales and total taxable sales (3.2%) and of Virginia personal income (3.1%) were slightly lower than the District's share of Virginia population (3.6%). The Planning District's taxable sales per capita ($3,550) and GAF sales per capita ($1,170) were narrowly below the comparable data for the State as a whole ($4,010 and $1,320). These data indicate that residents of the Central Virginia Planning District on the average spent less for taxable items than did the typical resident in other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 11, $9,610 compared with $11,270 statewide, and/or the residents of the Central Virginia Planning District had less expensive life styles than existed in many other areas of the State.

LYNCHBURG STANDARD METROPOLITAN STATISTICAL AREA
(Lynchburg city and Amherst, Appomattox, and Campbell Counties)

Taxable Sales	$619,276,000
GAF Sales	211,390,000
Population	154,400
Personal Income	$1,509,100,000
Share of Virginia:	
Taxable Sales	2.8%
GAF Sales	3.0
Population	2.8
Personal Income	2.5
Taxable Sales per Capita	$4,010
GAF Sales per Capita	1,370
Personal Income per Capita	9,770

The Lynchburg Standard Metropolitan Statistical Area recorded about 90% of Planning District 11's sales even though the proportions of population and of personal income were under 80%. As a result the Lynchburg Standard Metropolitan Statistical Area taxable sales per capita ($4,010) was equal to the corresponding statewide figure and higher than Planning District 11's figure ($3,550); GAF sales per capita for the Lynchburg SMSA ($1,370) was only narrowly above that for the State as a whole ($1,320), but measurably higher than for Planning District 11 ($1,170).

Taxable sales for the Lynchburg Standard Metropolitan Statistical Area showed less improvement between 1981 and 1982 (+1.0% for both GAF and total) than was recorded for the State as a whole (+4.8% for total and +6.5% for GAF).

PLANNING DISTRICT 12 - WEST PIEDMONT
(Danville and Martinsville cities
and Franklin, Henry, Patrick, and Pittsylvania Counties)

Taxable Sales	$686,102,000
GAF Sales	204,697,000
Population	239,900
Personal Income	$2,079,000,000
Share of Virginia:	
Taxable Sales	3.1%
GAF Sales	2.9
Population	4.4
Personal Income	3.4
Taxable Sales per Capita	$2,860
GAF Sales per Capita	850
Personal Income per Capita	8,670

Planning District 12's share of Virginia GAF sales (2.9%), of Virginia taxable sales (3.1%), and of Virginia personal income (3.4%) were significantly below its share of Virginia population (4.4%). The Planning District's GAF sales per capita ($850) and taxable sales per capita ($2,860) were measurably below the comparable figures for the State as a whole ($1,320 and $4,010). These data indicate that residents of the West Piedmont Planning District on the average spent less for taxable items than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 12, $8,670 compared with $11,270 statewide, and/or the typical residents of the West Piedmont Planning District had less expensive life styles.

DANVILLE STANDARD METROPOLITAN STATISTICAL AREA
(Danville city and Pittsylvania County)

Taxable Sales	$343,116,000
GAF Sales	107,108,000
Population	111,900
Personal Income	$962,800,000
Share of Virginia:	
Taxable Sales	1.6%
GAF Sales	1.5
Population	2.1
Personal Income	1.6
Taxable Sales per Capita	$3,070
GAF Sales per Capita	960
Personal Income per Capita	8,600

The Danville Standard Metropolitan Statistical Area taxable sales per capita ($3,070) and GAF sales per capita ($960) were slightly higher than the corresponding figures for Planning District 12 ($2,860 and $850), but were measurably lower than the State as a whole ($4,010 and ($1,320). The Danville area income per capita ($8,600) was only narrowly lower than the corresponding figure for Planning District 12 ($8,670), but significantly lower than for the State as a whole ($11,270). (The Danville Standard Metropolitan Statistical Area comprised about half the sales, population, and income of Planning District 12.) These data indicate that the typical resident of the Danville area on the average spent less for taxable items than did the average resident in many other areas of the State.

Both total retail and GAF sales (based on taxable sales) for the Danville Standard Metropolitan Statistical Area showed a poorer picture, when 1982 was compared with 1981, than did the State as a whole (+0.8% versus +4.8% and -0.3% versus +6.5%).

MARTINSVILLE AREA
(Martinsville city and Henry County)

Taxable Sales	$251,972,000
GAF Sales	74,113,000
Population	74,700
Personal Income	$724,600,000
Share of Virginia:	
Taxable Sales	1.2%
GAF Sales	1.0
Population	1.4
Personal Income	1.2
Taxable Sales per Capita	$3,370
GAF Sales per Capita	990
Personal Income per Capita	9,700

The Martinsville area taxable sales per capita ($3,370), GAF sales per capita ($990), and personal income per capita ($9,700) were all higher than the corresponding figures for Planning District 12, ($2,860, $850, and $8,670) but were lower than the data for the State as a whole ($4,010, $1,320, and $11,270). (The Martinsville area comprised about one-third the sales, population, and income of Planning District 12.) These data indicate that the residents of the Martinsville area on the average spent less for taxable items than did the typical residents in many other areas of the State; but the average Martinsville area resident spent more on taxable items than did the residents of other areas of the West Piedmont Planning District (Franklin and Patrick Counties).

PLANNING DISTRICT 13 - SOUTHSIDE
(South Boston city and Brunswick, Halifax, and Mecklenburg Counties)

Taxable Sales	$223,813,000
GAF Sales	57,711,000
Population	81,900
Personal Income	$626,400,000
Share of Virginia:	
Taxable Sales	1.0%
GAF Sales	0.8
Population	1.5
Personal Income	1.0
Taxable Sales per Capita	$2,730
GAF Sales per Capita	700
Personal Income per Capita	7,650

Planning District 13's shares of Virginia taxable sales (1.0%), of Virginia GAF sales (0.8%), and of Virginia personal income (1.0%) were all significantly below its share of Virginia population (1.5%). The Planning District's taxable sales per capita ($2,730) and GAF sales per capita ($700) were measurably lower than the comparable figures for the State as a whole ($4,010 and $1,320). These data indicate that residents of the Southside Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 13, $7,650 compared with $11,270 statewide, and/or from the fact that apparently the typical residents of the Southside Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 14 - PIEDMONT
(Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward Counties)

Taxable Sales	$192,500,000
GAF Sales	46,510,000
Population	83,400
Personal Income	$601,900,000
Share of Virginia:	
Taxable Sales	0.9%
GAF Sales	0.6
Population	1.5
Personal Income	1.0
Taxable Sales per Capita	$2,310
GAF Sales per Capita	560
Personal Income per Capita	7,220

Planning District 14's shares of Virginia GAF sales (0.6%), of Virginia taxable sales (0.9%), and of Virginia personal income (1.0%), were significantly lower than the District's share of Virginia population (1.5%). The Planning District's taxable sales per capita ($2,310) and GAF sales per capita ($560) were measurably lower than the comparable figures for the State as a whole ($4,010 and $1,320). These data indicate that residents of the Piedmont Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 14, $7,220 compared with $11,270 statewide, and/or from the fact that apparently the typical residents of the Piedmont Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 15 - RICHMOND REGIONAL
(Richmond city and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties)

Taxable Sales	$3,252,191,000
GAF Sales	1,131,496,000
Population	645,400
Personal Income	$8,173,800,000
Share of Virginia:	
Taxable Sales	14.9%
GAF Sales	15.8
Population	11.9
Personal Income	13.4
Taxable Sales per Capita	$5,040
GAF Sales per Capita	1,750
Personal Income per Capita	12,660

Planning District 15's share of Virginia personal income (13.4%) was somewhat higher than its share of Virginia population (11.9%); but the District's share of Virginia taxable sales (14.9%) and of Virginia GAF sales (15.8%) were significantly above its share of Virginia income. The Planning District's taxable sales per capita ($5,040) and GAF sales per capita ($1,750) were measurably higher than the comparable figures for the State as a whole ($4,010 and $1,320). These data indicate that the Richmond Regional Planning District probably attracted some sales dollars from areas outside Planning District 15, and/or the residents of this District on the average spent more for taxable items than did the typical residents in many other areas of the State. This higher-than-average spending pattern presumably resulted from the higher per capita income in Planning District 15, $12,660 compared with $11,270 statewide.

The Richmond Standard Metropolitan Statistical Area, encompassing the same jurisdictions as the Richmond Regional Planning District, experienced GAF sales increases for 1982 over 1981 which were slightly higher than that recorded for the State as a whole (+8.3% compared with +6.5%). The relationship for total taxable sales between the Area and the State, however, was narrowly in the other direction (+4.3% for the Area compared with +4.8% for the State).

PLANNING DISTRICT 16 - RADCO
(Fredericksburg city
and Caroline, King George, Spotsylvania, and Stafford Counties)

Taxable Sales	$437,317,000
GAF Sales	134,036,000
Population	122,200
Personal Income	$1,177,900,000
Share of Virginia:	
Taxable Sales	2.0%
GAF Sales	1.9
Population	2.2
Personal Income	1.9
Taxable Sales per Capita	$3,580
GAF Sales per Capita	1,100
Personal Income per Capita	9,640

Planning District 16's shares of Virginia GAF sales and of personal income (1.9%) and of Virginia taxable sales (2.0%) were somewhat lower than the District's share of Virginia population (2.2%). The Planning District's taxable sales per capita ($3,580) and GAF sales per capita ($1,100) were lower than the comparable figures for the State as a whole ($4,010 and $1,320). These data indicate that the residents of the RADCO Planning District on the average spent less for GAF-type merchandise than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in the Planning District, $9,640 compared with $11,270 statewide, and/or from the fact that the typical residents of the RADCO Planning District had less expensive life styles than existed in many other areas of the State.

FREDERICKSBURG AREA
(Fredericksburg city and Spotsylvania and Stafford Counties)

Taxable Sales	$392,338,000
GAF Sales	129,318,000
Population	93,400
Personal Income	$916,200,000
Share of Virginia:	
Taxable Sales	1.8%
GAF Sales	1.8
Population	1.7
Personal Income	1.5
Taxable Sales per Capita	$4,200
GAF Sales per Capita	1,380
Personal Income per Capita	9,810

The Fredericksburg area taxable sales per capita ($4,200) was somewhat higher than the corresponding figure for the State as a whole ($4,010); GAF sales per capita in the area ($1,380) was only narrowly higher than the Virginia total ($1,320); while income per capita ($9,810) was measurably lower than the State figure ($11,270). Both taxable sales per capita and GAF sales per capita for the Fredericksburg area ($4,200 and $1,380) were significantly higher than the corresponding data for Planning District 16 ($3,580 versus $1,100); Fredericksburg area income per capita ($9,810) was only marginally higher than that for the total of Planning District 16 ($9,640). (The Fredericksburg area comprised 90% of the sales of Planning District 16 and about three-fourths of the population and income of the District.) These data indicate that the Fredericksburg area attracted some sales dollars, especially for GAF-type merchandise, from the other jurisdictions in Planning District 16, Caroline and King George Counties.

PLANNING DISTRICT 17 - NORTHERN NECK
(Lancaster, Northumberland, Richmond, and Westmoreland Counties)

Taxable Sales	$121,213,000
GAF Sales	24,070,000
Population	40,900
Personal Income	$360,000,000
Share of Virginia:	
Taxable Sales	0.6%
GAF Sales	0.3
Population	0.8
Personal Income	0.6
Taxable Sales per Capita	$2,960
GAF Sales per Capita	590
Personal Income per Capita	8,800

Planning District 17's shares of Virginia taxable sales and personal income (0.6%) were significantly higher than the District's share of GAF sales (0.3%) and somewhat lower than its share of population (0.8%). The Planning District's taxable sales per capita ($2,960) and GAF sales per capita ($590) were measurably lower than the comparable figures for the State as a whole ($4,010 and $1,320). These data indicate that the typical resident of the Northern Neck Planning District may have outshopped, especially for GAF-type merchandise, and also that the residents of the Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 17, $8,800 compared with $11,270 statewide, and/or the fact that the typical residents of the Northern Neck Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 18 - MIDDLE PENINSULA
(Essex, Gloucester, King and Queen, King William, Mathews, and Middlesex Counties)

Taxable Sales	$176,204,000
GAF Sales	40,252,000
Population	61,200
Personal Income	$534,800,000
Share of Virginia:	
Taxable Sales	0.8%
GAF Sales	0.6
Population	1.1
Personal Income	0.9
Taxable Sales per Capita	$2,880
GAF Sales per Capita	660
Personal Income per Capita	8,740

Planning District 18's shares of Virginia taxable sales (0.8%) and of Virginia personal income (0.9%) were higher than the District's share of GAF sales (0.6%), but lower than its share of population (1.1%). The Planning District's taxable sales per capita ($2,880) and GAF sales per capita ($660) were measurably lower than the comparable figures for the State as a whole ($4,010 and $1,320). These data indicate that the typical resident of the Middle Peninsula Planning District may have outshopped, especially for GAF-type merchandise, and also that the residents of the Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 18, $8,740 compared with $11,270 statewide, and/or from the fact that apparently the typical residents of the Middle Peninsula Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 19 - CRATER
(Colonial Heights, Emporia, Hopewell, and Petersburg cities
and Dinwiddie, Greensville, Prince George, Surry, and Sussex Counties)

Taxable Sales	$524,192,000
GAF Sales	161,673,000
Population	162,500
Personal Income	$1,568,800,000
Share of Virginia:	
Taxable Sales	2.4%
GAF Sales	2.3
Population	3.0
Personal Income	2.6
Taxable Sales per Capita	$3,230
GAF Sales per Capita	990
Personal Income per Capita	9,650

Planning District 19's share of Virginia GAF sales (2.3%), of Virginia taxable sales (2.4%), and of Virginia personal income (2.6%) were measurably lower than the District's share of State population (3.0%). The Planning District's taxable sales per capita ($3,230) and GAF sales per capita ($990) also were somewhat lower than the comparable figures for the State as a whole ($4,010 and $1,320). These data indicate that the residents of the Crater Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 19, $9,650 compared with $11,270 statewide, and/or the fact that apparently the typical residents of the Crater Planning District had somewhat less expensive life styles than existed in many other areas of the State.

PETERSBURG-COLONIAL HEIGHTS-HOPEWELL STANDARD METROPOLITAN STATISTICAL AREA
(Colonial Heights, Hopewell, and Petersburg cities
and Dinwiddie and Prince George Counties)

Taxable Sales	$430,816,000
GAF Sales	145,389,000
Population	129,700
Personal Income	$1,316,000,000
Share of Virginia:	
Taxable Sales	2.0%
GAF Sales	2.0
Population	2.4
Personal Income	2.1
Taxable Sales per Capita	$3,320
GAF Sales per Capita	1,120
Personal Income per Capita	10,150

The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area recorded slightly higher GAF sales per capita ($1,120), taxable sales per capita ($3,320), and personal income per capita ($10,150) than the corresponding figures for total Planning District 19 ($990, $3,230, and $9,650). (The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area included 80% to 90% of the District's sales, population, and income.)

The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area experienced a total taxable sales change for 1982 over 1981 which was significantly poorer (+1.0% versus +4.8%), while GAF sales were marginally better (+6.6% versus +6.5%) than those reported for the State as a whole.

PLANNING DISTRICT 20 - SOUTHEASTERN VIRGINIA

(Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities and Isle of Wight and Southampton Counties)

Taxable Sales	$3,379,588,000
GAF Sales	1,102,886,000
Population	856,900
Personal Income	$8,826,200,000
Share of Virginia:	
Taxable Sales	15.5%
GAF Sales	15.4
Population	15.8
Personal Income	14.4
Taxable Sales per Capita	$3,940
GAF Sales per Capita	1,290
Personal Income per Capita	10,300

Planning District 20's share of Virginia personal income (14.4%) was significantly lower than the District's share of Virginia population (15.8%). The Planning District's shares of Virginia taxable sales (15.5%) and of Virginia GAF sales (15.4%) were somewhat lower than the share of population. The Planning District's taxable sales per capita ($3,940) and GAF sales per capita ($1,290) were narrowly lower than the comparable figures for the State as a whole ($4,010 and $1,320). The data suggest that the residents of the Southeastern Virginia Planning District on the average spent about the same proportion of their income as well as dollars per capita for taxable items as did the typical residents across the State. This average spending pattern occurred even though Planning District 20 had slightly lower per capita income than the total State ($10,300 compared with $11,270).

NORFOLK-VIRGINIA BEACH-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

(Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities; excludes North Carolina portion of this SMSA)

Taxable Sales	$3,259,405,000
GAF Sales	1,077,718,000
Population	809,100
Personal Income	$8,433,200,000
Share of Virginia:	
Taxable Sales	15.0%
GAF Sales	15.0
Population	14.9
Personal Income	13.8
Taxable Sales per Capita	$4,030
GAF Sales per Capita	1,330
Personal Income per Capita	10,420

The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area recorded narrowly higher taxable sales per capita ($4,030), GAF sales per capita ($1,330), and personal income per capita ($10,420) than the corresponding figures for Planning District 20 ($3,940, $1,290, and $10,300). (The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area includes about 95% of the Planning District's sales, population, and income.)

The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area experienced a taxable sales increase for 1982 over 1981 which was higher than that recorded for the State as a whole (+7.3% versus +4.8%). The increase in GAF sales, however, was lower for the SMSA than for the entire State (+4.8% versus +6.5%).

PLANNING DISTRICT 21 - PENINSULA
(Hampton, Newport News, Poquoson, and Williamsburg cities and James City and York Counties)

Taxable Sales	$1,516,889,000
GAF Sales	471,753,000
Population	349,700
Personal Income	$3,670,300,000
Share of Virginia:	
Taxable Sales	7.0%
GAF Sales	6.6
Population	6.4
Personal Income	6.0
Taxable Sales per Capita	$4,340
GAF Sales per Capita	1,350
Personal Income per Capita	10,500

Planning District 21's shares of Virginia taxable sales (7.0%), of Virginia GAF sales (6.6%), and of Virginia population (6.4%) were measurably higher than the District's share of Virginia personal income (6.0%). The Planning District's taxable sales per capita ($4,340) was narrowly higher than the comparable figure for the State ($4,010), as was also the case for GAF sales per capita ($1,350 versus $1,320). The Planning District's personal income per capita was lower than the State figure ($10,500 versus $11,270). These data indicate that the Planning District probably attracted some sales dollars from areas outside Planning District 21.

NEWPORT NEWS-HAMPTON STANDARD METROPOLITAN STATISTICAL AREA
(Hampton, Newport News, Poquoson, and Williamsburg cities and Gloucester, James City, and York Counties)

Taxable Sales	$1,581,253,000
GAF Sales	486,564,000
Population	370,800
Personal Income	$3,866,100,000
Share of Virginia:	
Taxable Sales	7.2%
GAF Sales	6.8
Population	6.8
Personal Income	6.3
Taxable Sales per Capita	$4,260
GAF Sales per Capita	1,310
Personal Income per Capita	10,430

The Newport News-Hampton Standard Metropolitan Statistical Area recorded taxable sales per capita ($4,260), GAF sales per capita ($1,310), and income per capita ($10,430) which were essentially the same as those for Planning District 21 ($4,340, $1,350, and $10,500). (The Newport News-Hampton Standard Metropolitan Statistical Area comprises all of Planning District 21 plus Gloucester County from Planning District 18.)

The Newport News-Hampton Standard Metropolitan Statistical Area experienced both GAF and total taxable sales increases for 1982 over 1981 which were higher than those recorded for the State as a whole (+8.6% versus +6.5% and +6.2% versus +4.8%).

PLANNING DISTRICT 22 - ACCOMACK-NORTHAMPTON
(Accomack and Northampton Counties)

Taxable Sales	$137,606,000
GAF Sales	28,675,000
Population	45,500
Personal Income	$372,000,000
Share of Virginia:	
Taxable Sales	0.6%
GAF Sales	0.4
Population	0.8
Personal Income	0.6
Taxable Sales per Capita	$3,020
GAF Sales per Capita	630
Personal Income per Capita	8,180

Planning District 22's shares of Virginia taxable sales and personal income (0.6%) were lower than the District's share of Virginia population (0.8%) but above the District's share of Virginia GAF sales (0.4%). The Planning District's taxable sales per capita ($3,020) and GAF sales per capita ($630) were significantly below the comparable data for the State as a whole ($4,010 and $1,320). These data suggest that residents of the Accomack-Northampton Planning District on the average spent less for taxable items than did the typical residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 22, $8,180 compared with $11,270 statewide, and/or from the fact that apparently the typical residents of the Accomack-Northampton Planning District had somewhat less expensive life styles than existed in many other areas of the State.

UNITED STATES

Retail Sales Changes - 1982/1981

	GAF[1] Stores					
	Department Stores	General Merchandise	Apparel and Accessories	Furniture, Home Furnishings, and Equipment	Total GAF[1]	Total Retail[2]
January	+ 4.8%	+ 1.6%	+ 0.7%	-11.2%	- 1.3%	- 1.8%
February	+ 6.2	+ 3.7	+ 8.8	- 6.2	+ 2.5	+ 1.1
March	+ 7.4	+ 4.1	+ 8.2	- 4.4	+ 3.2	+ 0.8
1st Quarter	+ 6.2	+ 3.2	+ 5.8	- 7.3	+ 1.5	0.0
April	+ 4.1	+ 1.6	+ 1.7	- 4.4	+ 0.6	+ 0.6
May	+ 6.6	+ 4.1	+ 5.3	- 5.0	+ 2.7	+ 0.6
June	+ 2.2	+ 0.9	+ 0.5	- 4.5	- 0.2	- 0.2
2nd Quarter	+ 4.3	+ 2.2	+ 2.5	- 4.6	+ 1.0	+ 0.3
July	+ 7.7	+ 3.1	+ 6.0	- 1.7	+ 2.7	+ 1.7
August	+ 2.8	+ 0.1	+ 0.1	- 6.1	- 1.0	- 0.7
September	+ 3.5	+ 1.2	- 0.2	- 7.6	- 0.7	+ 0.9
3rd Quarter	+ 4.6	+ 1.5	+ 1.8	- 5.2	+ 0.3	+ 0.6
October	+ 2.9	- 0.9	- 1.8	- 6.2	- 2.0	- 0.4
November	+ 6.9	+ 2.2	+ 5.2	- 0.3	+ 2.3	+ 2.5
December	+ 5.0	+ 6.2	+ 3.2	- 0.2	+ 4.9	+ 4.3
4th Quarter	+ 5.0	+ 3.3	+ 2.4	- 2.1	+ 2.3	+ 2.3
Year	+ 5.0	+ 2.6	+ 3.0	- 4.7	+ 1.4	+ 0.9

Source: United States Census.

[1]GAF = General merchandise, apparel, and furniture and appliances.
[2]Excluding auto sales, service stations, and liquor stores (to make the Census data more comparable with the Virginia Taxable Sales data).

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Total State Sales	$ 20,780,018	$ 21,787,605	185.8	208.8	233.6	242.9	261.9	274.5
Sales per Capita	$3,890	$4,010	171.4	188.9	201.4	214.5	231.2	238.3
Planning District 1 - Lenowisco								
Lee County	$ 48,767	$ 49,691	199.4	229.3	233.9	241.5	256.0	260.6
Scott County[2]	45,207	49,294	161.8	180.1	195.4	218.9	243.9	266.0
Wise County	132,528	142,717	231.2	243.2	250.3	260.0	272.0	292.9
Norton	50,253	49,194	175.6	200.5	245.6	289.2	313.8	307.2
Total PD 1 Sales	$ 276,755	$ 290,896	204.0	222.6	236.6	253.7	270.5	284.3
Sales per Capita	$2,780	$2,900	176.0	190.8	208.5	223.4	238.2	248.5
Planning District 2 - Cumberland Plateau								
Buchanan County	$ 113,305	$ 101,827	209.4	224.7	239.5	283.0	301.6	271.0
Dickenson County	39,508	41,738	218.6	231.3	239.8	253.1	272.0	287.4
Russell County	57,381	62,459	214.2	228.6	234.8	250.3	267.9	291.6
Tazewell County	195,229	200,340	211.5	234.3	253.5	271.9	312.3	320.5
Total PD 2 Sales	$ 405,423	$ 406,364	212.1	230.3	245.5	269.6	298.1	298.8
Sales per Capita	$2,890	$2,870	189.3	193.5	207.7	223.6	247.2	245.5
Planning District 3 - Mount Rogers								
Scott County[2]	$ 45,207	$ 49,294	161.8	180.1	195.4	218.9	243.9	266.0
Washington County[3]	104,575	111,570	223.6	252.7	270.9	280.3	296.1	310.8
Bristol	147,923	153,485						
Bristol SMSA (Va. part)	$ 297,705	$ 314,349	212.6	239.8	257.5	269.3	286.8	302.8
Bland County	4,520	4,978	76.0	96.3	104.3	115.1	123.5	136.0
Carroll County	34,610	36,312	196.7	209.9	222.9	235.5	243.3	255.3
Grayson County	16,226	17,321	146.5	160.3	167.0	180.7	194.7	207.8
Smyth County	91,167	90,190	189.3	207.3	207.1	212.9	220.0	217.6
Wythe County	84,155	85,885	205.8	234.6	244.0	273.6	292.1	298.1
Galax	62,883	64,018	171.0	193.4	205.8	219.8	234.8	239.0
Total PD 3 Sales	$ 546,059	$ 563,759	200.1	224.3	236.0	248.3	262.3	270.8
Sales per Capita	$3,020	$3,100	188.6	207.6	216.5	223.1	235.7	241.9
Planning District 4 - New River Valley								
Floyd County	$ 15,963	$ 16,579	186.5	216.9	228.2	245.7	255.9	265.8
Giles County	49,973	52,567	186.0	202.6	213.9	236.3	250.8	263.8
Montgomery County	190,616	203,797	208.6	240.5	264.6	290.5	305.7	326.8
Pulaski County	105,040	105,271	228.3	252.7	255.0	262.2	274.9	275.5
Radford	32,620	31,935	133.4	147.9	140.8	151.0	174.5	170.8
Total PD 4 Sales	$ 394,212	$ 410,149	200.1	225.7	237.7	255.8	271.1	282.1
Sales per Capita	$2,790	$2,860	177.2	194.6	201.3	211.2	223.8	229.4

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 5 - Fifth								
Botetourt County	$ 37,289	$ 38,029	200.4	215.0	227.0	254.1	254.5	259.6
Craig County	4,205	4,528	154.9	167.4	181.0	214.8	225.1	242.4
Roanoke County	276,422	268,359	137.7	157.4	179.1	210.3	236.9	230.0
Roanoke	624,773	658,420	186.8	208.5	217.3	224.3	223.0	235.0
Salem	155,380	154,149	230.3	261.9	294.6	277.4	278.1	275.9
Roanoke SMSA	$ 1,098,069	$ 1,123,485	180.1	202.3	217.3	228.0	234.0	239.4
Clifton Forge	17,879	18,671	143.4	146.3	162.5	175.6	165.9	173.2
Covington	70,113	72,314	185.4	206.5	211.3	253.6	254.8	262.8
Alleghany County			300.6	308.1	372.8			
Total PD 5 Sales	$ 1,186,061	$ 1,214,470	180.7	202.2	217.2	228.3	233.7	239.3
Sales per Capita	$4,690	$4,760	174.6	196.4	206.3	212.0	217.2	220.4
Planning District 6 - Central Shenandoah								
Augusta County	$ 111,099	$ 112,494	183.3	212.4	237.5	247.0	233.6	236.5
Bath County	36,102	38,384	287.0	506.8	596.5	418.6	333.7	354.8
Highland County	3,989	4,770	189.5	235.4	281.5	250.4	239.6	286.5
Rockbridge County	37,466	44,651	261.7	292.1	301.4	307.0	310.6	370.2
Rockingham County	161,568	166,336	223.0	262.5	297.2	354.1	409.3	421.4
Buena Vista	18,473	19,689	156.3	167.2	175.4	187.9	203.5	216.9
Harrisonburg	147,884	158,378	179.8	199.8	220.4	222.6	215.6	230.9
Lexington	28,642	27,949	138.4	154.0	148.9	164.1	164.8	160.8
Staunton	111,733	116,668	158.7	170.0	173.4	185.3	198.5	207.3
Waynesboro	87,866	97,515	176.9	188.9	196.1	210.6	217.6	241.5
Total PD 6 Sales	$ 744,822	$ 786,834	185.7	214.1	232.5	241.1	245.6	259.4
Sales per Capita	$3,580	$3,740	171.8	196.9	214.5	219.9	224.0	234.0
Planning District 7 - Lord Fairfax								
Clarke County	$ 19,285	$ 18,413	160.5	189.1	205.9	209.0	212.3	202.7
Frederick County	91,889	90,314	238.3	258.3	285.2	312.9	347.4	341.4
Page County	48,487	48,880	171.4	187.2	185.9	208.6	213.8	215.5
Shenandoah County	80,939	78,542	187.6	213.3	221.0	243.2	254.0	246.5
Warren County	77,301	80,053	191.5	215.4	220.1	237.4	256.1	265.2
Winchester	165,655	171,144	168.6	189.0	189.9	203.1	210.1	217.1
Total PD 7 Sales	$ 483,556	$ 487,346	184.3	205.9	212.3	230.2	242.9	244.8
Sales per Capita	$3,650	$3,680	161.0	173.9	180.2	192.0	202.5	204.2

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 8 - Northern Virginia								
Arlington County	$ 721,440	$ 774,906	141.7	157.3	167.4	188.3	199.7	214.5
Fairfax County	2,544,558	2,774,018	215.2	245.3	272.3	298.0	336.1	366.4
Loudoun County	254,788	266,858	252.7	288.3	339.3	387.4	404.4	423.6
Manassas[4]	108,467	127,444						
Manassas Park[4]	12,401	9,686	230.3	272.8	282.1	318.0	346.3	360.8
Prince William County[4]	471,633	480,447						
Alexandria	595,559	608,582	155.8	169.4	173.5	200.9	207.4	211.9
Fairfax	236,373	252,110	157.4	185.7	194.1	209.9	235.9	251.6
Falls Church	144,992	147,291	126.2	165.2	171.3	204.0	211.9	215.3
Washington SMSA (Va. part)	$ 5,090,211	$ 5,441,342	187.2	213.4	230.7	257.2	281.5	300.9
Total PD 8 Sales	$ 5,090,211	$ 5,441,342	187.2	213.4	230.7	257.2	281.5	300.9
Sales per Capita	$4,600	$4,770	169.9	189.8	208.8	217.1	237.5	246.3
Planning District 9 - Rappahannock-Rapidan								
Culpeper County	$ 81,991	$ 82,470	199.8	222.6	244.9	255.6	269.3	270.9
Fauquier County	104,342	105,479	206.2	235.9	250.5	271.3	284.6	287.7
Madison County	21,158	22,143	172.2	202.2	226.3	252.2	264.4	276.7
Orange County	50,658	51,382	180.0	205.0	215.9	233.8	249.0	252.6
Rappahannock County	7,340	7,350	196.3	215.3	228.4	243.3	259.9	260.2
Total PD 9 Sales	$ 265,489	$ 268,824	195.7	221.9	238.8	256.3	270.1	273.5
Sales per Capita	$2,860	$2,880	171.3	186.7	197.1	205.5	216.0	217.5
Planning District 10 - Thomas Jefferson								
Albemarle County	$ 186,247	$ 197,631	285.6	307.3	329.1	457.4	516.7	547.5
Fluvanna County	11,896	11,703	179.8	209.3	214.5	239.3	255.8	251.6
Greene County	9,935	9,753	224.7	274.8	328.7	360.7	379.8	372.8
Charlottesville	274,432	295,360	166.2	188.1	198.8	198.6	208.7	224.6
Charlottesville SMSA[5]	$ 482,510	$ 514,177	192.0	214.5	228.0	255.5	276.0	294.1
Louisa County	34,032	35,478	234.4	244.7	267.9	284.7	302.2	315.0
Nelson County	20,390	20,829	207.6	266.4	277.3	302.0	353.2	360.8
Total PD 10 Sales	$ 536,932	$ 570,484	195.0	217.8	231.7	258.6	279.9	297.4
Sales per Capita	$3,550	$3,940	167.1	185.1	193.8	210.9	228.3	240.5
Planning District 11 - Central Virginia								
Amherst County	$ 70,354	$ 75,712	219.3	297.6	328.3	316.2	333.8	359.2
Appomattox County	27,464	27,977	214.6	240.8	276.9	285.4	298.2	303.8
Campbell County	95,800	101,096	162.8	181.5	204.2	218.2	227.8	240.4
Lynchburg	418,987	414,491	173.2	186.9	202.4	214.6	230.9	228.4
Lynchburg SMSA	$ 612,605	$ 619,276	176.9	197.2	215.9	226.2	241.4	243.8
Bedford County	38,941	39,687	183.2	224.1	252.6	282.4	302.2	308.0
Bedford	39,014	40,289	181.3	200.3	228.1	240.3	260.6	269.1
Total PD 11 Sales	$ 690,560	$ 699,252	177.4	198.5	218.2	229.5	245.2	248.3
Sales per Capita	$3,560	$3,550	161.2	177.6	194.3	201.0	214.8	214.8

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 12 - West Piedmont								
Pittsylvania County	$ 81,809	$ 80,083	191.9	210.9	218.3	214.8	231.0	226.1
Danville	258,392	263,033	163.1	180.1	187.5	209.3	221.1	225.1
Danville SMSA[5]	$ 340,201	$ 343,116	169.8	187.3	194.7	210.5	223.4	225.3
Franklin County	64,502	68,315	198.3	215.6	211.5	223.3	224.6	237.9
Henry County	127,082	126,708	190.1	198.3	216.9	227.8	209.6	209.0
Patrick County	24,162	22,699	161.7	185.3	191.8	208.5	218.1	204.9
Martinsville	127,186	125,264	157.5	177.3	181.0	183.8	213.1	209.9
Total PD 12 Sales	$ 683,133	$ 686,102	173.7	190.0	197.8	209.9	218.9	219.8
Sales per Capita	$2,840	$2,860	165.0	180.3	185.4	193.7	201.8	203.2
Planning District 13 - Southside								
Brunswick County	$ 28,207	$ 28,095	167.6	191.9	192.1	193.7	209.0	208.2
Mecklenburg County	99,981	100,916	193.0	212.1	223.8	231.7	247.9	250.2
South Boston	46,787	94,802	176.5	204.4	214.0	242.2	268.8	247.2
Halifax County	44,419		199.9	206.3	209.6	217.7	212.1	
Total PD 13 Sales	$ 219,394	$ 223,813	187.8	206.4	214.0	224.9	238.0	242.8
Sales per Capita	$2,650	$2,730	186.6	204.5	215.6	227.2	239.9	247.1
Planning District 14 - Piedmont								
Amelia County	$ 14,480	$ 14,337	205.2	227.0	252.0	251.9	255.3	252.8
Buckingham County	16,185	17,014	201.1	215.2	221.0	228.0	232.2	244.1
Charlotte County	19,205	18,988	204.1	227.4	230.1	238.2	245.9	243.1
Cumberland County	8,913	9,378	174.2	202.2	210.9	213.4	213.9	225.1
Lunenburg County	22,125	24,132	178.9	204.3	211.2	221.6	220.7	240.7
Nottoway County	38,901	44,960	168.0	185.5	189.8	207.4	213.0	246.2
Prince Edward County	62,160	63,691	182.3	189.0	220.6	240.2	255.1	261.4
Total PD 14 Sales	$ 181,969	$ 192,500	183.6	199.9	214.9	228.1	235.5	249.1
Sales per Capita	$2,180	$2,310	174.0	187.9	201.6	212.9	219.8	232.9
Planning District 15 - Richmond Regional								
Charles City County	$ 3,017	$ 2,884	145.6	161.5	188.6	185.8	176.7	168.9
Chesterfield County	542,622	589,313	424.5	540.0	618.8	716.1	855.8	929.4
Goochland County	20,165	19,865	190.9	254.1	312.0	337.7	305.9	301.4
Hanover County	201,688	212,409	290.7	356.1	430.2	466.4	486.9	512.8
Henrico County	1,083,991	1,106,060	204.6	223.4	240.2	269.6	293.4	299.4
New Kent County	13,704	14,464	193.9	226.1	259.3	251.5	281.0	296.6
Powhatan County	12,341	12,486	222.3	274.5	312.9	290.1	310.7	314.4
Richmond	1,239,049	1,294,710	140.1	155.2	165.3	170.6	171.2	178.9
Richmond SMSA	$ 3,116,577	$ 3,252,191	180.5	204.1	222.5	240.9	256.5	267.7
Total PD 15 Sales	$ 3,116,577	$ 3,252,191	180.5	204.1	222.5	240.9	256.5	267.7
Sales per Capita	$4,930	$5,040	166.7	182.5	198.0	211.6	225.3	230.3

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 16 - RADCO								
Caroline County	$ 28,393	$ 28,132	201.5	220.8	250.2	269.5	287.0	284.4
King George County	16,169	16,847	206.8	229.1	246.7	286.3	298.3	310.8
Spotsylvania County			363.4	429.5	477.2			
Stafford County	380,736	392,338	242.3	310.9	329.2	300.6	348.6	359.3
Fredericksburg			173.0	181.8	183.3			
Total PD 16 Sales	$ 425,298	$ 437,317	223.8	254.2	270.0	297.5	341.5	351.2
Sales per Capita	3,580	$3,580	173.9	177.6	187.8	201.8	231.7	231.7
Planning District 17 - Northern Neck								
Lancaster County	$ 45,608	$ 45,964	182.7	209.7	218.5	258.5	270.9	273.0
Northumberland County	17,538	16,850	170.8	188.4	200.5	214.2	235.0	225.8
Richmond County	26,349	29,349	175.1	221.3	205.4	231.3	245.4	273.3
Westmoreland County	28,856	29,050	168.6	185.1	195.8	198.0	203.5	204.9
Total PD 17 Sales	$ 118,351	$ 121,213	175.2	202.0	206.4	228.4	240.5	246.3
Sales per Capita	$2,890	$2,960	165.4	185.7	191.8	211.3	222.5	227.9
Planning District 18 - Middle Peninsula								
Essex County	$ 46,221	$ 47,836	238.2	267.8	285.7	296.5	316.1	327.1
Gloucester County	64.093	64,364	238.4	282.0	323.7	364.9	408.4	410.1
King and Queen County	3,593	3,544	161.4	200.3	220.5	238.6	238.1	234.8
King William County	24,755	24,019	163.9	180.6	191.3	224.6	220.4	213.8
Mathews County	16,337	15,920	176.6	197.6	211.4	215.4	232.2	226.3
Middlesex County	1,666	20,521	167.9	193.2	216.2	231.2	249.5	236.3
Total PD 18 Sales	$ 176,665	$ 176,204	204.3	233.7	256.8	280.2	300.6	299.8
Sales per Capita	$2,950	$2,880	179.0	196.7	212.0	225.2	241.6	235.9
Planning District 19 - Crater								
Dinwiddie County	$ 29,515	$ 28,839	254.9	294.2	322.4	342.5	334.6	326.9
Prince George County	29,354	29,476	96.8	125.5	151.2	157.2	169.5	170.2
Colonial Heights	62,805	64,205	198.6	227.2	238.3	254.6	275.9	282.0
Hopewell	86,484	83,232	189.6	195.9	192.4	199.0	219.3	211.0
Petersburg	218,088	225,064	172.0	185.9	184.2	197.4	208.2	214.9
Petersburg-Colonial Heights-Hopewell SMSA	$ 426,246	$ 430,816	175.8	192.3	195.6	207.5	220.7	223.1
Greensville County	19,294	17,188	180.4	197.7	245.9	223.8	217.3	193.6
Surry County	8,386	7,529	154.8	282.4	477.5	270.1	282.8	253.9
Sussex County	24,886	25,164	154.2	179.8	193.5	212.0	221.5	224.0
Emporia	38,858	43,495	173.4	189.9	205.5	204.6	228.2	255.4
Total PD 19 Sales	$ 517,670	$ 524,192	174.5	193.0	201.9	208.9	222.0	224.8
Sales per Capita	$3,200	$3,230	175.9	195.2	201.9	207.9	220.9	223.0

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 20 - Southeastern Virginia								
Chesapeake	$ 299,803	$ 353,582	226.2	274.6	291.4	317.6	345.3	407.2
Norfolk	1,245,429	1,265,288	154.6	165.0	178.9	189.9	206.3	209.6
Portsmouth	344,858	352,000	164.1	181.5	186.4	197.2	207.9	212.2
Suffolk	126,721	132,721	172.7	186.9	191.6	203.5	218.9	229.3
Virginia Beach	1,020,328	1,155,814	250.2	287.5	304.8	340.9	400.6	453.8
Norfolk-Virginia Beach-Portsmouth SMSA (Va. part)	$ 3,037,139	$ 3,259,405	183.0	203.1	216.3	234.0	259.8	278.8
Isle of Wight County	60,828	61,939	230.3	254.9	305.1	337.4	351.0	357.4
Southampton County	20,340	21,258	163.7	183.7	185.4	202.6	209.6	219.1
Franklin	36,388	36,986	165.3	178.7	180.1	188.8	206.7	210.1
Total PD 20 Sales	$ 3,154,695	$ 3,379,588	183.2	203.3	216.7	234.6	259.9	278.4
Sales per Capita	$3,740	$3,940	174.1	186.8	199.4	215.3	238.5	251.2
Planning District 21 - Peninsula								
Gloucester County[6]	$ 64,093	$ 64,364	238.4	282.0	343.7	364.8	408.4	410.1
James City County	144,878	150,899	362.1	430.2	474.9	618.1	753.1	784.4
York County	93,549	104,381	} 207.1	244.4	303.5	352.6	443.4	501.9
Poquoson[7]	12,622	15,840						
Hampton	555,404	599,805	207.9	236.2	242.8	261.6	289.5	312.6
Newport News	454,182	481,832	149.2	162.6	170.6	191.2	201.6	213.9
Williamsburg	163,036	164,132	191.8	222.1	217.7	238.6	254.2	255.9
Newport News-Hampton SMSA	$ 1,487,764	$ 1,581,253	187.8	212.4	223.0	249.2	275.4	292.7
Total PD 21 Sales	$ 1,423,671	$ 1,516,889	186.3	210.3	220.0	245.8	271.4	289.2
Sales per Capita	$4,130	$4,340	176.2	195.8	194.7	230.1	254.1	267.0
Planning District 22 - Accomack-Northampton								
Accomack County	$ 87,694	$ 89,519	195.9	225.5	233.4	254.1	284.5	290.4
Northampton County	54,821	48,087	174.9	181.9	201.2	239.7	269.5	236.4
Total PD 22 Sales	$ 142,515	$ 137,606	187.6	208.2	220.5	248.4	278.5	268.9
Sales per Capita	$3,110	$3,020	175.4	190.7	204.5	233.3	261.6	254.4

Source: Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues, Commonwealth of Virginia, Department of Taxation, Richmond, Virginia.

See page 32 for footnotes.

*The figure for Total Store Sales for 1981 and 1982 do not equal the sum of the sales for the 22 Planning Districts because of a small amount of "unassigned" sales.

**Due to apparent inconsistencies in the special tabulations obtained from the Department of Taxation, this figure has been estimated based on published Department of Taxation data.

[1]GAF = General merchandise, apparel, and furniture and appliances.

[2]Scott County, which is in Planning District 1, is part of the Bristol SMSA; the major part of the Bristol SMSA, however, is in Planning District 3.

[3]The city of Bristol annexed part of Washington County, effective January 1, 1974; therefore, sales trends are not available for these separate areas.

[4]Manassas and Manassas Park were formed from parts of Prince William County in 1975.

[5]The Standard Metropolitan Statistical Areas of Charlottesville and Danville were not defined until 1981. Data presented here, however, treat the jurisdictions as SMSA's for the entire period.

[6]Gloucester County, which is in Planning District 18, is part of the Newport News-Hampton SMSA; the major part of the Newport News-Hampton SMSA, however, is in Planning District 21.

[7]The city of Poquoson was incorporated from York County, effective July 1, 1975; therefore, comparisons of sales data are not available for these separate areas.

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Total State Sales	$ 6,721,449*	$ 7,161,530*	175.4	196.6	203.7	223.0	248.4	264.6
Sales per Capita	$1,260	$1,320	165.3	180.8	186.2	197.2	219.4	229.9
Planning District 1 - Lenowisco								
Lee County	$ 9,177	$ 9,935	140.0	163.0	168.7	169.8	186.4	201.8
Scott County[2]	5,592	5,107	105.5	114.4	113.0	113.4	125.3	114.4
Wise County	27,819	31,821	212.7	221.4	217.6	216.1	238.4	272.7
Norton	16,947	15,179	146.6	190.6	243.0	345.7	327.7	293.5
Total PD 1 Sales	$ 59,535	$ 62,042	167.8	186.3	195.8	215.5	227.0	236.6
Sales per Capita	$600	$620	150.5	163.9	173.9	189.7	199.8	206.5
Planning District 2 - Cumberland Plateau								
Buchanan County	$ 30,577	$ 30,581	179.7	183.3	191.0	213.8	229.2	229.2
Dickenson County	8,370	8,385	166.1	166.0	171.1	183.3	201.6	202.0
Russell County	16,566	16,762	207.2	225.2	233.5	250.0	257.0	260.0
Tazewell County	47,342	52,148	195.9	205.1	228.7	253.1	281.9	310.5
Total PD 2 Sales	$ 102,855	$ 107,876	189.3	197.1	211.1	232.6	252.5	264.8
Sales per Capita	$700	$760	173.8	171.0	182.5	192.7	209.2	227.1
Planning District 3 - Mount Rogers								
Scott County[2]	$ 5,592	$ 5,107	105.5	114.4	113.0	113.4	125.3	114.4
Washington County[3]	25,209	27,668						
Bristol	58,734	61,214	259.7	305.9	314.2	348.1	376.8	399.0
Bristol SMSA (Va. part)	$ 89,535	$ 93,989	234.0	273.9	280.5	308.9	334.8	351.5
Bland County	237	331	34.9	24.1	69.2	59.2	57.1	79.7
Carroll County	10,136	11,119	170.7	187.9	193.7	212.9	216.5	237.5
Grayson County	1,978	3,028	50.4	50.0	45.3	50.3	59.4	90.9
Smyth County	23,219	24,547	175.3	185.8	183.9	192.2	200.2	211.6
Wythe County	20,582	19,950	188.9	221.6	220.5	268.8	286.2	277.4
Galax	20,185	20,549	155.1	171.9	174.3	179.7	197.3	200.9
Total PD 3 Sales	$ 160,280	$ 168,406	196.7	224.0	227.6	250.2	268.4	282.0
Sales per Capita	$890	$930	191.3	213.1	215.9	225.4	241.8	250.0
Planning District 4 - New River Valley								
Floyd County	$ 2,867	$ 3,101	111.5	118.4	112.4	123.7	126.7	137.0
Giles County	9,320	10,910	147.7	162.5	165.1	159.1	177.2	207.4
Montgomery County	59,306	64,591	197.4	225.4	243.7	267.0	292.6	318.7
Pulaski County	32,355	32,000	227.7	256.6	264.8	267.1	287.2	284.0
Radford	8,488	8,657	110.4	115.1	101.9	114.7	125.7	128.2
Total PD 4 Sales	$ 112,336	$ 119,259	182.1	204.3	212.4	225.1	245.3	260.4
Sales per Capita	$800	$830	163.3	181.1	186.2	186.1	202.7	210.3

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 5 - Fifth								
Botetourt County	$ 3,811	$ 3,698	107.9	118.2	112.2	119.0	125.6	121.9
Craig County	329	508	108.8	90.3	65.6	277.5	144.9	223.7
Roanoke County	107,001	90,948	120.4	138.8	142.5	200.7	228.2	194.0
Roanoke	213,531	247,638	212.5	236.7	250.0	230.8	241.9	280.5
Salem	35,055	36,878	323.8	299.2	325.8	405.3	444.4	467.5
Roanoke SMSA	$ 359,727	$ 379,670	186.7	206.1	216.4	228.3	245.8	259.4
Clifton Forge	3,687	3,335	110.2	116.8	120.1	117.4	104.1	94.2
Covington			221.4	242.4	249.9			
Alleghany County	21,119	22,490	171.2	154.4	169.8	245.1	255.6	272.2
Total PD 5 Sales	$ 384,533	$ 405,495	186.5	205.5	215.6	226.8	243.3	256.6
Sales per Capita	$1,520	$1,590	184.5	203.9	212.9	210.9	226.4	236.8
Planning District 6 - Central Shenandoah								
Augusta County	$ 19,851	$ 22,091	194.2	194.8	249.5	209.1	180.5	200.9
Bath County	3,262	3,274	142.9	162.2	169.0	159.0	180.9	181.6
Highland County	723	1,002	135.1	128.6	150.7	138.7	137.7	190.8
Rockbridge County	2,417	2,813	87.2	108.9	164.1	112.6	106.1	123.5
Rockingham County	41,859	42,946	190.1	261.4	299.3	443.0	605.2	620.9
Buena Vista	4,035	3,755	128.4	126.6	128.9	119.5	135.1	125.7
Harrisonburg	46,840	53,953	152.8	169.8	195.1	178.1	162.3	187.0
Lexington	11,318	12,070	122.4	138.7	128.2	148.0	153.5	163.7
Staunton	41,291	42,418	141.3	167.2	153.2	178.7	203.7	209.3
Waynesboro	31,644	33,311	157.7	174.9	167.4	191.5	213.5	224.8
Total PD 6 Sales	$ 203,240	$ 217,633	153.6	173.9	187.1	196.5	209.9	224.8
Sales per Capita	$980	$1,040	145.1	162.8	176.5	179.1	191.3	203.0
Planning District 7 - Lord Fairfax								
Clarke County	$ 3,348	$ 2,822	144.9	255.2	293.2	297.1	295.0	248.6
Frederick County	16,423	18,736	249.6	243.6	315.3	276.0	275.4	314.2
Page County	11,249	10,941	124.5	134.7	132.7	150.4	158.0	153.7
Shenandoah County	12,196	12,366	160.7	191.2	194.1	215.3	202.5	205.3
Warren County	20,938	21,008	186.1	206.0	206.4	217.9	237.5	238.3
Winchester	66,583	73,851	151.8	182.8	171.8	194.5	212.6	235.8
Total PD 7 Sales	$ 130,737	$ 139,724	164.0	188.8	191.1	204.8	216.5	231.4
Sales per Capita	$990	$1,050	148.4	164.9	166.7	170.9	180.7	191.6

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 8 - Northern Virginia								
Arlington County	$ 208,575	$ 211,823	114.4	129.0	127.7	148.6	155.8	158.2
Fairfax County	1,062,582	1,173,020	216.6	246.9	261.5	297.7	350.8	387.3
Loudoun County	53,059	55,711	275.0	310.8	350.6	399.0	413.6	434.3
Manassas[4]	41,713	41,693						
Manassas Park[4]	1,969	1,500	239.1	274.2	292.6	316.3	346.5	367.6
Prince William County[4]	143,442	155,375						
Alexandria	225,605	234,170	145.9	150.3	143.8	166.5	166.0	172.3
Fairfax	97,178	94,686	160.5	225.0	261.5	284.7	280.7	273.5
Falls Church	76,809	77,805	177.0	273.8	264.2	343.6	353.1	357.7
Washington SMSA (Va. part)	$ 1,910,932	$ 2,045,783	181.9	208.5	217.0	247.5	274.6	294.1
Total PD 8 Sales	$ 1,910,932	$ 2,045,783	181.9	208.5	217.0	247.5	274.6	294.1
Sales per Capita	$1,730	$1,790	166.2	187.6	194.4	208.8	231.7	239.7
Planning District 9 - Rappahannock-Rapidan								
Culpeper County	$ 25,307	$ 25,113	199.7	224.7	242.0	253.4	271.5	269.4
Fauquier County	19,483	19,856	145.1	160.5	170.5	193.0	217.1	221.3
Madison County	3,179	4,047	55.5	64.8	75.2	88.3	107.0	136.2
Orange County	10,796	10,508	142.8	160.8	169.6	177.1	189.7	184.6
Rappahannock County	2,373	2,252	191.5	184.4	187.7	197.3	189.4	179.7
Total PD 9 Sales	$ 61,138	$ 61,776	155.3	172.8	175.9	199.0	216.7	219.0
Sales per Capita	$660	$660	139.5	150.0	160.5	159.4	173.2	173.2
Planning District 10 - Thomas Jefferson								
Albemarle County	$ 75,087	$ 82,588	461.8	482.1	514.4	1,255.0	1,692.7	1,861.8
Fluvanna County	1,195	1,214	71.4	70.9	79.7	97.5	84.1	85.4
Greene County	1,187	920	65.6	83.4	89.1	93.2	92.9	72.0
Charlottesville	89,543	100,118	170.0	196.3	201.4	173.0	167.5	187.3
Charlottesville SMSA[5]	$ 167,012	$ 184,840	186.9	212.0	219.2	248.8	275.7	305.1
Louisa County	5,502	5,741	193.6	214.7	243.5	228.0	251.5	262.4
Nelson County	6,803	7,374	177.8	271.0	288.6	316.6	469.8	509.2
Total PD 10 Sales	$ 179,317	$ 197,955	186.9	213.5	221.6	249.6	279.2	308.2
Sales per Capita	$1,250	$1,370	164.2	184.2	191.6	203.7	227.9	249.8
Planning District 11 - Central Virginia								
Amherst County	$ 16,027	$ 15,867	243.7	336.5	364.8	382.4	428.9	424.6
Appomattox County	5,301	5,313	187.9	220.6	289.2	233.9	273.8	274.4
Campbell County	21,816	24,425	183.9	199.3	220.4	232.9	236.5	264.8
Lynchburg	165,952	165,785	162.2	175.2	182.6	201.9	242.0	241.8
Lynchburg SMSA	$ 209,096	$ 211,390	168.9	186.1	197.3	214.1	250.5	253.2
Bedford County	6,106	6,261	121.3	179.3	192.6	245.7	268.0	274.8
Bedford	10,127	11,544	132.1	143.7	163.5	180.3	209.5	238.8
Total PD 11 Sales	$ 225,329	$ 229,195	165.7	183.8	195.6	213.1	248.7	253.0
Sales per Capita	$1,160	$1,160	153.8	168.9	180.2	186.5	217.7	217.7

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 12 - West Piedmont								
Pittsylvania County	$ 14,135	$ 15,137	139.5	156.2	173.5	164.4	167.7	179.6
Danville	91,238	91,971	154.1	165.2	164.9	178.0	194.0	195.6
Danville SMSA[5]	$ 105,373	$ 107,108	137.2	163.9	166.2	175.9	190.0	193.1
Franklin County	15,639	17,847	144.7	161.5	168.0	195.3	215.9	246.4
Henry County	20,912	22,044	138.3	148.1	171.4	140.1	155.8	164.2
Patrick County	5,734	5,629	126.5	147.9	143.8	159.7	160.8	157.9
Martinsville	50,252	52,069	142.1	153.0	150.6	178.2	185.4	192.1
Total PD 12 Sales	$ 197,910	$ 204,697	146.4	158.5	162.3	172.8	185.3	191.7
Sales per Capita	$820	$850	141.7	154.2	158.4	159.5	171.1	177.4
Planning District 13 - Southside								
Brunswick County	$ 5,380	$ 5,304	123.1	131.6	135.5	121.9	140.1	138.1
Mecklenburg County	21,447	22,373	152.2	168.2	174.6	179.8	194.7	203.1
South Boston	18,950	30,034	153.7	179.4	182.5	208.7	237.2	177.0
Halifax County	10,633		147.6	141.3	155.1	150.5	163.6	
Total PD 13 Sales	$ 56,410	$ 57,711	147.8	160.5	167.2	173.6	192.2	196.6
Sales per Capita	$680	$700	147.7	161.9	167.6	175.2	193.6	199.3
Planning District 14 - Piedmont								
Amelia County	$ 2,765	$ 2,768	148.3	177.1	184.5	187.9	177.1	177.3
Buckingham County	1,788	2,090	73.2	80.9	77.2	74.8	76.2	89.1
Charlotte County	3,218	2,461	82.4	96.6	95.8	103.3	129.0	98.6
Cumberland County	1,646	1,826	77.0	92.9	95.0	88.1	70.9	78.6
Lunenburg County	4,623	4,903	132.3	161.9	156.2	146.6	151.7	160.9
Nottoway County	9,377	9,725	182.5	202.4	199.2	197.9	221.5	229.7
Prince Edward County	21,548	22,737	150.6	157.7	183.7	198.5	209.7	221.3
Total PD 14 Sales	$ 44,965	$ 46,510	133.6	148.2	157.4	161.9	171.1	177.0
Sales per Capita	$540	$560	127.6	139.5	148.4	151.1	159.7	165.6
Planning District 15 - Richmond Regional								
Charles City County	$ 275	$ 255	22.2	34.3	31.8	42.4	67.7	62.8
Chesterfield County	225,469	258,646	1,252.2	1,671.7	1,917.4	2,200.1	2,927.4	3,358.2
Goochland County	2,755	2,656	87.8	88.3	130.6	126.9	148.4	143.1
Hanover County	30,005	29,836	236.7	297.8	397.0	443.4	533.8	530.8
Henrico County	423,258	448,640	207.8	229.2	230.6	266.6	297.7	315.6
New Kent County	1,301	1,078	137.6	165.3	204.6	175.4	169.2	140.2
Powhatan County	804	996	119.5	143.2	148.4	138.0	167.2	207.1
Richmond	362,292	389,389	124.0	133.2	139.1	135.1	138.3	148.6
Richmond SMSA	$ 1,046,159	$ 1,131,496	174.5	196.1	206.3	221.4	248.6	268.9
Total PD 15 Sales	$ 1,046,159	$ 1,131,496	174.5	196.1	206.3	221.4	248.6	268.9
Sales per Capita	$1,660	$1,750	163.6	178.2	187.5	194.5	218.4	230.2

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 16 - RADCO								
Caroline County	$ 2,180	$ 2,490	68.7	88.2	112.0	99.1	101.5	115.9
King George County	2,696	2,228	197.7	232.1	238.8	262.6	240.0	198.3
Spotsylvania County			161.3	174.5	163.0			
Stafford County	117,773	129,318	173.7	182.7	202.6	269.3	324.2	356.0
Fredericksburg			161.3	174.5	163.0			
Total PD 16 Sales	$ 122,649	$ 134,036	182.9	213.6	218.9	259.5	309.3	338.0
Sales per Capita	$1,030	$1,100	148.1	156.2	160.3	175.9	209.6	223.8
Planning District 17 - Northern Neck								
Lancaster County	$ 8,034	$ 8,273	145.5	160.9	170.6	189.6	194.5	200.3
Northumberland County	1,286	1,418	97.8	98.3	107.0	110.7	98.9	109.0
Richmond County	8,742	10,720	198.0	226.1	214.3	224.4	247.4	303.4
Westmoreland County	3,529	3,659	132.8	145.2	149.6	144.6	149.0	154.5
Total PD 17 Sales	$ 21,591	$ 24,070	153.7	170.8	172.5	182.0	190.5	212.4
Sales per Capita	$530	$590	147.2	160.6	164.0	168.4	176.3	196.3
Planning District 18 - Middle Peninsula								
Essex County	$ 12,826	$ 14,051	255.3	266.8	281.2	282.6	309.5	339.1
Gloucester County	15,030	14,811	234.7	266.4	286.4	332.5	361.7	356.4
King and Queen County	420	437	34.0	69.3	125.4	117.5	106.6	110.9
King William County	4,686	5,166	99.5	112.1	120.4	125.1	127.5	140.6
Mathews County	2,371	2,377	107.3	127.7	137.5	131.1	125.3	125.6
Middlesex County	3,252	3,410	146.1	158.8	176.3	178.0	195.1	204.6
Total PD 18 Sales	$ 38,585	$ 40,252	179.5	198.3	213.6	226.1	242.3	252.8
Sales per Capita	$640	$660	160.6	169.8	181.9	182.0	194.9	201.0
Planning District 19 - Crater								
Dinwiddie County	$ 960	$ 927**	116.1	115.3	110.3	105.9	52.3	50.5
Prince George County	941	1,148	40.6	44.1	50.3	36.4	28.3	34.5
Colonial Heights	21,599	21,725	214.0	240.3	253.3	254.6	292.9	294.6
Hopewell	26,639	27,064	164.5	174.4	173.5	184.9	223.7	227.3
Petersburg	88,312	94,525	158.8	165.3	156.4	156.5	181.9	194.7
Petersburg-Colonial Heights-Hopewell SMSA	$ 138,451	$ 145,389	158.8	167.5	162.8	170.9	189.7	199.2
Greensville County	765	753	322.5	394.1	74.5	151.4	137.8	135.6
Surry County	471	425	44.8	45.5	51.0	46.0	49.0	44.2
Sussex County	3,264	3,452	80.6	90.4	82.4	79.0	77.3	81.8
Emporia	11,365	11,654	152.5	161.7	195.8	184.9	196.4	201.4
Total PD 19 Sales	$ 154,316	$ 161,673	154.3	163.4	159.3	165.7	182.6	191.3
Sales per Capita	$950	$990	156.5	166.0	162.2	165.1	181.8	191.4

GAF[1] STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1982 (cont.)

	Dollar Sales (000)		Index of Change (1971 = 100)					
	1981	1982	1977	1978	1979	1980	1981	1982
Planning District 20 - Southeastern Virginia								
Chesapeake	$ 57,383	$ 85,493	192.6	227.3	262.3	292.3	403.7	601.5
Norfolk	428,742	410,209	153.4	164.6	173.2	184.3	200.7	192.0
Portsmouth	124,617	118,840	161.2	180.1	172.2	187.2	198.6	189.4
Suffolk	35,709	35,344	165.3	179.8	174.9	181.1	245.5	243.0
Virginia Beach	374,228	427,832	249.1	280.7	281.5	313.6	400.5	457.9
Norfolk-Virginia Beach-Portsmouth SMSA (Va. part)	$ 1,020,679	$ 1,077,718	178.8	196.9	201.4	218.4	253.6	267.8
Isle of Wight County	9,977	9,314	229.8	257.8	267.6	279.6	305.2	284.9
Southampton County	3,314	3,597	121.1	140.5	124.1	142.7	129.8	140.9
Franklin	11,118	12,257	154.3	162.6	168.5	163.1	185.1	204.1
Total PD 20 Sales	$ 1,045,088	$ 1,102,886	178.4	196.4	200.7	217.6	252.2	266.2
Sales per Capita	$1,240	$1,290	172.0	181.3	186.9	199.9	231.6	240.9
Planning District 21 - Peninsula								
Gloucester County[6]	$ 15,030	$ 14,811	234.7	266.4	286.4	332.5	361.7	356.4
James City County	8,238	14,405	294.8	356.3	349.9	378.1	377.4	659.9
York County	19,761	22,346						
Poquoson[7]	1,395	2,014	215.4	243.4	276.0	305.4	340.1	391.5
Hampton	262,966	276,135	285.2	326.3	313.6	335.1	381.3	400.4
Newport News	106,471	119,339	97.4	104.0	109.4	121.0	122.4	137.2
Williamsburg	36,428	37,514	165.8	187.8	194.0	202.9	254.1	261.7
Newport News-Hampton SMSA	$ 450,289	$ 486,564	183.1	205.9	205.6	222.3	246.3	266.1
Total PD 21 Sales	$ 435,259	$ 471,753	181.9	204.5	203.7	219.7	243.6	264.0
Sales per Capita	$1,260	$1,350	173.0	191.4	191.2	205.8	228.2	244.5
Planning District 22 - Accomack-Northampton								
Accomack County	$ 20,582	$ 20,849	186.7	219.2	222.9	241.9	277.9	281.5
Northampton County	7,696	7,826	133.4	141.7	125.1	146.7	167.6	170.4
Total PD 22 Sales	$ 28,278	$ 28,675	166.3	189.6	185.6	205.5	235.7	239.0
Sales per Capita	$620	$630	154.7	172.6	169.0	193.2	221.6	225.2

See page 32 for footnotes.

Source: Unpublished data from the Virginia Department of Taxation.

APPENDIX

Background

In early 1971, the Tayloe Murphy Institute initiated a retail sales figure exchange for eight areas in Virginia. The Tayloe Murphy Institute project was patterned after a data collection performed until the mid 1960's by the various Federal Reserve Banks for many years. The Banks gathered, collated, and disseminated weekly and monthly sales data from department stores in the major cities and their suburbs, as part of their accumulation of economic indicators. This work was discontinued because it was deemed that the quality of the data and the breadth of the samples were poor and the Federal Reserve determined that the cost to improve the quality was greater than the resulting data would be worth to them.

The Tayloe Murphy Institute project was in large part similar to the Federal Reserve project. The Tayloe Murphy Institute held all individual store data completely confidential and distributed total sales data only to the participating firms. However, the Tayloe Murphy Institute discontinued the data collection at the end of 1980, for reasons similar to those stated by the Federal Reserve 15 years earlier.

Taxable Sales Data

The Virginia Department of Taxation taxable sales data comprised sales information from its quarterly publication, Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues; the GAF data were calculated from sales information specially tabulated by the Department of Taxation for the Tayloe Murphy Institute.

The Department of Taxation taxable sales are the published sales in all stores of the type, based on payments of Virginia sales tax revenues. The figures may include some irregularities as a result of untimely filing of returns by businesses. Untimely filing also can cause the retailers to not avail themselves of the 3% dealer compensation allowed; however, in calculating total sales, it was assumed that the dealer compensation had been allowed for all reported data. The published figures may include some irregularities also as a result of corrections in the reported data after an audit disclosed that sales tax had not been allocated to the proper location. In such an event, the estimated adjustment in allocations for all years involved are reflected in the year in which the error was determined, rather than being carried back to the applicable year.

Included in GAF were stores of the following types: apparel, furniture, home furnishings, and equipment; department stores; dry goods, variety stores, fabric and yarn, trading stamp redemption stores; hardware, paint, wallpaper, and glass; other general merchandise; books, stationery and paper products, printing, office supplies, and business forms; gifts and novelties; jewelry, luggage, and leather goods; sporting goods, photographic supplies, hobby shops; et cetera.

Included in taxable sales were GAF, plus all other taxable items and services: automotive (excluding automobiles); food; drugstores; lumber,

building materials, and supplies; fuel; machinery, equipment, and supplies; hotels, motels, and tourist camps; and other miscellaneous. Excluded from taxable sales, because these items, if taxed, are not included in the Virginia Sales and Use Tax Code, were sales of motor vehicle fuels; motor vehicles, motor homes, and travel trailers; alcoholic beverages; and prescription drugs.

Census Data

> The Department Store, GAF, and Total Retail sales data identified "United States Census" are based on information from the United States Department of Commerce, Bureau of the Census, Washington, D.C.

All the Census data were calculated from data from various issues of the Retail Sales Series, published by the Bureau of the Census. Total retail included all GAF; food; eating and drinking places; building materials, hardware, garden supply, and mobile home dealers; and drug and proprietary. Excluded from the Census data (to make the United States data more comparable with the Commonwealth of Virginia data) were sales of automobiles, gasoline, and liquor.

GAF included all general merchandise (including department stores), apparel, and furniture and appliance sales. General merchandise included department stores and all sales made by mail order but excluded non-stores (vending machines and door-to-door sellers). Apparel included all stores classified as apparel and accessories, e.g. womens ready to wear, millinery, corsets, furriers, mens and boys clothing and furnishings, family clothing, shoes, and childrens and infants wear. Furniture and appliances included stores selling furniture, floor coverings, china, glassware, appliances, radio and TV, and records and musical instruments.

Department stores included sales in all department stores, including sales made by mail-order catalog desks located within department stores of mail-order firms.

Population and Income Data

> The "Sales per Capita" data were calculated from the Commonwealth of Virginia taxable sales data. Population data are from the Tayloe Murphy Institute.

Population data are from Estimates of the Population of Virginia Counties and Cities: July 1, 1981, by Julia H. Martin and Michael A. Spar, published August 1982, by the Tayloe Murphy Institute.

> The "Income per Capita" data were calculated from the population and income data prepared by the Tayloe Murphy Institute.

Income data are published annually by the Tayloe Murphy Institute; the latest publication is Personal Income Estimates for Virginia Counties and Cities, 1980 by John L. Knapp. Income estimates for 1982 were computed by using the Tayloe Murphy Institute 1980 personal income estimates and estimating the 1982 figures by using personal income data from Business Week, April 26, 1982 and March 28, 1983.